

60 Powerful Internet Business Strategies
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Using FFA Sites to Your Advantage

by Angie Dixon

Internet Copy Doctor

If you've read my article "When and How to Use Free Services" you know that while some free services should be used only for a short time or avoided altogether (like putting your business site on a free web host), there are great ways to market and build your business using free services, if you're careful in choosing and using these services. Free for All (FFA) links are a good example of this. Used well, they can build traffic to your site and improve your site's ranking in some search engines.

Almost everyone with a web page has an FFA page now. (If you're not familiar with this term, a "Free-for-All" link page is a site where people post links to their site, and other people can see those links and visit the ones they find interesting.) At first, this worked because people were actually visiting the page to add their own site. But now, when most people add their site automatically through paid services like Link-O-Matic (<http://www.linkomatic.com/index.cgi?12260>), the direct benefit of people seeing your site is somewhat reduced.

So what IS the benefit of FFA sites? Search engine rankings. Many search engines rank sites, in part, on "popularity," or how many sites contain links to that site. If you've submitted your site to hundreds of FFA sites-better yet, if you've submitted several different pages to all of the various FFA sites-you'll get a much better ranking on the search engines, and this can really boost your visibility and bring in more targeted traffic.

To improve your traffic, and your search engine rankings, you'll need to do two things: Submit several pages to the FFAs, and submit to the FFAs often. For both of these reasons, I recommend Link-O-Matic. (It also pays a 50% commission to resellers and you receive a 50% discount on repeat orders). I haven't found a better way to submit my sites to the Free-for-All sites, and I've had great results from my submissions. There are some other services, but most of the Internet marketers I've talked to agree that Link-O-Matic is the best.

So, submit as many pages as possible: If several different pages on your site could serve as an "entrance" to the site, you can submit each of these pages with a different headline. If you don't already have several pages to submit, build "doorway pages"-specially written pages which focus on a particular topic. A doorway page is simply a page on your site, other than the "home page," which serves as a good entrance and can be used to promote your site. Articles make great doorway pages, as do press releases. The more doorway pages you have, the better, and the more you promote these doorway pages, the more traffic you'll attract to your site.

Submit to the FFA sites as often as possible. Because you buy

"credits" from Link-O-Matic, you're only charged when a site posts your link. So, if your link is still on the page and doesn't get re-posted, you don't get charged. With some popular sites your link may slip off the page in less than a day, while at other places it may stay on for a week or longer.

Another tip: get a free email account to use as your address when you submit to FFA sites; you'll be getting an email back from every site you post to, and trust me, you do NOT want all that mail hitting your regular email box.

To summarize all this quickly, submitting to FFA sites can bring traffic to your site indirectly, by improving your ranking in search engines. It may also bring direct traffic, but don't put too much hope in that. To improve your results with this marketing technique, submit as many pages as possible to the FFA sites and submit them often. And, while you can do this by hand, it just doesn't make sense. In the long run it's "cheaper" to sign up with Link-O-Matic. You can find them at <http://www.linkomatic.com/index.cgi?12260> . Be sure to sign up for their affiliate program. You'll get a 50% commission on everyone who signs up under you, and you'll also get a 50% discount on your own repeat orders. So really, this is a free advertising technique that can MAKE you money!

Article by Angie Dixon of Internet Copy Doctor. Angie is a freelance copy writer and Internet business consultant.

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What's Better than Free Advertising?

by

Angie Dixon

InternetCopyDoctor.com

Free advertising is as good as it gets, right? You get your message out, and you don't have to pay for it. What could be better?

Free publicity. In my opinion, the very best thing you can do for your site is generate as much free publicity as possible. So how can you get free publicity? More importantly, what IS publicity, and what makes it better, in many ways, than advertising?

Publicity differs from advertising in one very important way: Advertising is a message you've paid to have printed about your company. Publicity is a message the publication is printing about your company for free. A classified is advertising, a news story is publicity.

Now. How can you get free publicity for your business? One time-honored way is to send out a "press release." This is a story about your company, focusing on some upcoming event, some unique aspect of your business, or something else that sets you apart and makes you "newsworthy." Coming up with an idea may be hard at first, but when you really sit down and think, you'll find lots of things about your business that would make excellent press release fodder. You then just need to sit down and write a clear, concise press release that journalists will want to print. If you don't feel confident in your ability to write the release, or don't have the time, you can hire a professional writer to produce it for you. If you'd like to take a shot at writing your release but don't know where to start, I offer a press release template on my web site, Internet Copy Doctor <http://www.internetcopydoctor.com/prtemplate.htm>

Once you've written your press release, you'll need to distribute it to journalists. Here, again, you have some choices. You can do it for free by finding names and addresses of press outlets online or in press directories at your library. If you only want to reach a few organizations, or if you primarily want to hit ezines in your target area, this might be your best approach, though if you're planning to send to many outlets, there are better ways than this.

If you want to send to more media organizations, PRWeb < <http://www.prweb.com> > offers a free distribution service. It sends to fewer journalists than their paid service, and the journalists many not pay as much attention to these free releases, but I know people who've had success with this outlet, and it's certainly a great way to "test" your release.

Another option is to pay someone to distribute your release for

you. Xpress Press <
<http://www.interferenza.net/xpresspress/al/affiliates.cgi?118> >
is an outlet I use a lot for my clients' news releases, and I'm happy with their work. I've had the opportunity to become an affiliate for several companies with services like theirs, but I chose Xpress Press because I think they give the best results for businesses on a budget.

Okay, you're thinking. Now you've convinced me that free publicity is the way to go--then you start trying to sell me a lot of press release services. Suddenly this doesn't sound so free anymore. You can get free publicity, as I said. The problem is that while it's free in terms of money, it does take time and effort. Many people choose to spend some money on publicity, and focus their time and effort on things that only they can do. For those people, hiring a copy writer and paying for press release distribution make a lot of sense. And if you are interested in doing this yourself, check out my press release template and PRWeb's free distribution services, and you're on your way.

There is always a place for advertising, and I will always use advertising to promote my business. When I can find free ad methods that I think are effective, I use them. But there's also always a place for publicity, and using publicity wisely can save you a lot in advertising and bring in a lot more sales.

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When and How to Use Free Advertising

by

Angie Dixon

I've been marketing online for quite some time now, and I've learned a lot. For instance, I've found that a lot of get-rich-quick schemes are just that (it didn't take me long to learn that one). I've learned that a lot of the "free advertising" offers you see online are worth less than you pay for them. I've learned that just signing up for affiliate programs isn't nearly enough to make money with them. And, I've learned that sometimes free advertising really can work out. There are some types of free ads and other services that are great through the life of your business, and some that are particularly valuable in the beginning when your budget is tight.

In the first category, free ads and services that are good when you're just starting out, I place such things as autoresponders, mail list services, and web site hosting. (I suggest paying for all of these things AS SOON AS POSSIBLE, because they really take away from your professional image). However, if you are just starting out, and especially while you're testing, there are some advantages to these services.

Free autoresponders: Autoresponders are great because you can get information out to your prospects immediately, and follow up with more information, all automatically! (See my article on autoresponders at <http://www.internetcopydoctor.com/articles/autoresponder.htm>) Although good autoresponders only cost about \$20/month, if you're on a tight budget, a free service can be great to start out. SendFree is a favorite of mine because it not only offers free autoresponder service, but also has an "ad exchange" feature (think banner exchange, only on autoresponders).

Free mail lists: There are a LOT of services out there offering free email list services. I like topica (<http://www.topica.com>) because although it's free, it has a more professional feel than many of the others.

Free web hosting: I really, really, really suggest you get away from free web hosting just as soon as you can. Hostsave (<http://www.hostsave.com>) offers quality hosting at only \$6.95 per month, and their packages are equal to anything the free hosting guys can give you--without the banner ads. However, if you absolutely must start out with a free host, try Hypermart (<http://www.hymart.com>). I used hypermart to host my first site while I was finishing everything up, so I'd have a place online to test and refine, without a monthly fee. Beyond that, using free web hosting just doesn't make any sense if you're really a professional; people just get a funny feeling about it.

Now for the second category, free services you might want to continue using on a regular basis:

Free For All sites: I have an article on FFA sites at Internet Copy Doctor, but to summarize it briefly, I have found that submitting to FFA sites helps keep my site "popular" (lots of sites linked to it) and that this helps with search engine rankings on some engines. Also, by signing up with a service like Link-O-Matic (<http://www.linkomatic.com/index.cgi?12260>), you'll make a 50% commission on all sales & get a 50% discount on all future orders.

Free email: You should NEVER, EVER, EVER use free email to send business mail, or give out a free email account for business contacts. BUT, free email is great for things like signing up with FFA sites (you'll get a response from every single one, & ongoing ezines from many). And, it's great for signing up with ezines, because you have them where you can read them if you want, but they're not in your way. (Of course, you should always use your real email when signing up for MY ezine <grin>). Free email has its uses, and I've found it to be quite valuable.

"Co-sponsoring": Any service that lets you co-sponsor, co-brand or co-edit, and put your name on with theirs, can work really well as an "add-on" to your site. For instance:

iSyndicate offers free content for your site; they have a LOT of different kinds of news, headlines, articles, etc. and they're always adding new topics and items. In fact, I'm planning to add some of my own content to their lineup soon, and I use their content on one of my own sites and plan to add it to Internet Copy Doctor. Check them out at <http://www.isyndicate.com>

GrowRichNow.com (I know, but don't listen too much to the name) allows you to "co-publish" an ezine with them, and get a free ad. You simply market the ezine, and they put a free ad in all copies going to subscribers you've referred. You can find out more at <http://www.http://www.growrichnow.com/?179793>

There are lots of free services out there. Some may work better for you than others. There are many that are worth far less than what you pay for them, and many that are worth their weight in gold. My advice is to shop around, then think seriously about whether using a free service will make you look less professional. In the case of things like email and web sites, it definitely will. In the case of co-branding, as with iSyndicate, it almost certainly won't if you do it right.

Explore, shop around, and let me know about any great values you find when you're trying out free services!

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Secrets to Turning Browsers into Buyers
by Betty Ann Wilkins © 2000

You have a high-traffic website with all the latest glitz and glamour....but your sales are low. How can this be, you wonder.

First and foremost your customers don't care about the glitz, they want and need a reason to buy from you. They need to feel that they can trust you and that your product(s) and/or services will solve a problem for them.

The best way to turn a browser into a buyer is through top quality customer service. It is difficult to give personal attention to each and every one of your customers when your business is online, but it can be done. When you give your customers personal attention, you will gain their respect and trust. This is essential if you want your business to grow and thrive.

Your customer's first impression of you and your business is just as important (if not more so) online as it is offline. When you make a good first impression it will help to build your customer base and help to show you are a professional, reliable and established business.

Be sure to develop your online business so that it is helpful, informative and will aid your visitors in making their lives and/or businesses better.

Important Areas to Focus on:

- * Identify with your customers

Communicate with your customers. Ask them questions that will help you to understand and serve them better. Make

them feel that you are on their side and that you want to aid in solving their particular problem.

*** Reply Quickly**

Internet browsers want instant information and solutions to their problems. If you don't answer their questions quickly they will go somewhere else.

*** Personal Attention**

Treat each person like they are your only customer. The Internet lends itself to being impersonal. If you give your customers personal attention you will stand out from the rest.

Focus on the customer's needs, not the product/service. When you let them know that you care about solving their particular problem they will not only trust you but will have no reason to go searching for answers elsewhere.

*** Know the Product/Service**

Customers want the assurance that you will provide knowledgeable advice and support to any questions they may have. Be sure that the information you give your customers is always correct and consistent. This will help build trust and respect between you and your customer.

*** After the Sale**

Check with your customers after the sale to make sure they are happy with their purchase. Help them with any questions they may have, and be sure they know you are there to support them if they need anything. This is also a great opportunity to make an add-on sale or get customer referrals.

Follow-up when you say you will and never promise more than you can deliver. In fact, whenever possible deliver more than you promised. Once your customers see the type of high quality service you provide and your commitment to them, they will continue to trust you and tell others about you as well.

*** Interact with Your Website Visitors**

Customers like being involved with the decisions that you make in your business. Give them the opportunity to voice their opinions through discussion areas (message boards), feedback forms, surveys and polls.

Make it easy for your customers to find information and get questions answered, this will build their confidence in you. You can do this through an FAQ page/autoresponder and giving them numerous ways to contact you directly.

Listen to your customers, learn from what they tell you, and interact with them to keep track of their changing and growing needs.

If you initially take the time to get to know your browsers and treat them like your friends, you are much more likely to gain lifetime customers.

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Not Enough Time to Run Your Business??
Tips for Creating the Time!

By Betty Ann Wilkins © 1999

Time is a valuable commodity in today's fast paced world. There just isn't enough of it and all of us seem to need more of it. If someone could find a way of giving us all the time we need in our busy lives, that person would surely become the richest person in the world.

There are many ways to maximize the use of your time which will optimize the way you use the limited time you have each and every day.

Running a business can be very overwhelming at times, especially if you are running your business via the Internet. Each & every time you turn on your computer you are bombarded with new ideas, untapped markets, new information to keep you up-to-date on advertising and promotion, not to mention tons of e-mail to either answer or trash. How do you focus with all of the distractions?

Here you will find a few tried, tested and proven ways to help you optimize your time and remain focused:

*** Prioritize ***

Make a list of Long term and Short term Goals (keep it within easy reach at all times). Keep a list of all the tasks you need to accomplish and number them by importance of what needs to be done first. You will want to classify your tasks as either long term or short term -- this will help you to keep in perspective what must be done now and what can wait.

*** Keep it Simple ***

Break all big tasks down into a series of smaller tasks that when combined will complete the big task. Smaller tasks are much easier to accomplish and you are less likely to put it off because of the length of time it will take you.

Have a list of tasks by your side. Tackle one task at a time. Each time you complete a task cross it off of your list. Always complete one task at a time. Do not jump around doing just a small amount of each task. Being able to cross a completed task off of your list will give you a great sense of accomplishment as well as reinforce your motivation to do more.

*** Set Deadlines ***

Without setting deadlines to each of your tasks you can easily put it off until tomorrow --- in my experience tomorrow never seems to come because too many other tasks get in the way.

Be realistic when setting your deadlines for each task or project you have. Keep in mind that things never get done as quickly as we imagine and that anything that can go wrong probably will --- so always add a little extra time into each of your deadlines to allow you the extra time you may need. This strategy helps you to make sure that you get everything done on time and can also be a great way to reinforce your motivation and sense of accomplishment since you will complete many tasks before the deadline you set.

*** Keep Perspective ***

Most marketers work a full time job, have a family, and social commitments along with their own online business. You play a different role in each one of these activities. Do not sacrifice one area of your life for another. You need to balance all the things that you do. Keep each area of your life separate to prevent neglecting one area for another.

What I am trying to say is that you Do Not want to become a workaholic. It just doesn't work well --- there will be no balance to your life. The old adage, "All work and no play makes Jack a dull boy" is very true. You will be much more creative and productive if you create a balance between your family life, job and online business.

*** Organize ***

Use a calendar to list all your commitments. When you can see all of your tasks listed in a chronological order with a starting point and ending point it can help you to remain focused and motivated so that you will actually complete the task and feel accomplishment.

*** Stay Focused ***

Keep your attention on the one task or project you are working on right now. Do not get sidetracked by other tasks you need to do or by things that you find along the way.

Pay close attention to the things that seem to cause you to stray away from the task you are working on --- are you tempted to check your e-mail? Or maybe the site you had to visit has some interesting links you would like to check out? --- Do NOT do it now.

Close your e-mail program so you are not tempted to check the mail, bookmark this site, send yourself an e-mail about the site, open notepad and create a text file of interesting sites you want to visit again at a later time.

Don't try to do two things at once. You cannot watch TV and complete a presentation for your new prospects, write a sales letter, answer e-mail or write an article at the same time. Do one thing or the other. Trying to do both will waste time and most likely cause you to not do the best you could have.

You will stay more focused if you limit distractions and temptations by taking them out of your way and view.

*** Learn to say, "No" ***

Yes, the most difficult word in the world for many of us. You need to be able to say it because there will be times when others will want some of your time when you need to be working at your business.

Saying No should not make you feel guilty or bad. If it does then you need to take a long hard look at your priorities. If your business is your priority then make it a fact in your heart and mind --- then you should not be plagued by the guilts when you must say no.

Create and USE lists for all of your goals and tasks and you will find that you are not lacking as much time as you had originally thought. Leave nothing to chance by thinking that you will remember to do it. I know from first hand experience that with all the distractions of e-mail and the Internet You Will Forget. Please do not allow yourself to fall into that trap.

*This article available by autoresponder at:
mailto:article_19@sendfree.com

Betty Ann Wilkins, Publisher/Webmaster
"At Home Working News" - Your Doorway to Joining the
Work-at-Home Revolution. Fresh, Up-to-date, original
content to help you prosper in the home-based workplace.
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How to Write Your Own Original Content & Articles By Betty Ann Wilkins © 1999

Why is it so important to write your own content and articles? It will keep your readers interested in your e-zine, plus they will look forward to receiving your e-zine each week. Additionally, you can receive free publicity by submitting your articles to other e-zines. In fact, you may even receive requests from other publishers and webmasters asking you if they can use your article.

When writing, you will always want to choose a subject that you know about or have enough interest in to go out and do the research necessary in order to write a truthful and factual article or commentary. Your credibility and reputation is on the line with each and every word you write ---- so be sure that you are giving good, up-to-date information or you will pay for it later.

"Ok, Betty, I will give it a shot but how do I decide what to write about?? I know a little bit about a lot of things and I'm interested in a lot of different things too. But I don't have the time to be trying to come up with a topic that my readers will enjoy."

There are a lot of ways to fix this problem. Basically you have everything you need --- you can use a number of different things to that you come in contact with daily to develop a topic for your article. This list is far from complete but it will give you just about everything you need to start writing informative articles.

1 - Take a look at your desktop.

Have you received any interesting e-mail from associates, customers, friends or maybe even in your junk mail?

Have you run across any interesting websites this week?

What is on your to do list??? Anything that your readers may benefit from?

Are you involved in any discussion lists? What has the topic been recently? Have you had an good input on the subject? Use it!

2 - Take a look at what you come in contact with each day.

Do you keep getting asked the same questions -- make the answer into an article.

Have you attended a good conference or seminar? I bet your readers weren't there and would love to hear about it.

Do you visit forums? Did you today? There are always interesting topics being discussed in forums as well as many good questions being asked. Forums are a great place to get ideas for an article.

Did you read or see something of interest today?

3 - Take a look at the World around you.

What's going on in the news? Anything that may affect your on-line business? You can write about that.

Find someone to interview --- the founder of a program that you are promoting --- someone highly regarded in your chosen field.

Do you have a new product or service to offer??? Make a special offer that is for your readers only.

4 - Start a Feedback Column.

Yes, this one makes it very easy to write. Encourage your readers to ask questions --- publish the questions and answers. Reader feedback is extremely important to you --- you need it to be able to continue growing. Use your readers questions and ideas.

Keep a note pad with you at all times. Have a special section in it just for your writing ideas. You will come up with ideas at the oddest times for a new article and you will want to be prepared to make note of it so you can develop it at a later time.

When writing try to remember to write in the same way that you talk. Picture yourself writing your article to a friend that you are trying to educate on your chosen topic. Doing this will help the words flow more easily and your article will not sound like you are talking at people.

Always proofread your writing yourself and have an impartial party re-check it for you as well. Your first few articles may seem a bit difficult but after a short time you will get the hang of it and it will no longer be a chore. You should end up having a sense of accomplishment and well as a happy feeling that you have helped someone to understand a topic better than they did before reading your article.

For more resources on writing your own e-zine send a blank e-mail to my autoresponder at: <mailto:resources@the-work-at-home.com>

*This article available by autoresponder at:
mailto:article_14@sendfree.com

Betty Ann Wilkins, Publisher/Webmaster
"At Home Working News" - Your Doorway to Joining the
Work-at-Home Revolution. Fresh, Up-to-date, original
content to help you prosper in the home-based workplace.
<http://www.the-work-at-home.com/>

Creating Powerful & Effective Headlines by Betty Ann Wilkins © 1999

No matter what you are advertising, you need to have a Powerful & Effective Headline. You MUST capture the reader's Attention. Isn't that why you are reading this article?? My headline captured your attention & caused you to want to know more about creating headlines.

An effective headline will capture the reader's attention and create a desire to continue reading the ad, sales letter or message. Because of this, your headline is the most important part of your message. You will never get anyone to read your message if your headline does not drive them to do so. You may have written the most awesome sales letter or ad copy ever written, but it will produce nothing if your headline does not capture the reader's Interest & Desire to act.

Your headline should also state a benefit that the reader can expect to receive from your product or service. It is

the benefits that cause a person to buy a product or service or even join an organization. Most of what we do is determined by the benefits we will get.

You do not need any special talents, skills or experience to write powerful & effective headlines. Anyone can learn to do this by following a few simple steps & using some Power Words.

The most used and best Power Words are:

Fast, Free, Easy, Proven, Guaranteed, Discover, How to, Save, Increase, You, Your, Secret, More, 50% (any percent), \$29.95 (any dollar amount)

Here are a few examples that I took from the Yahoo classifieds:

- ❑ Earn \$12.50 per Referral! FREE to Join!
- ❑ Millionaires' Secrets Can Make You Rich!
- ❑ PROVEN - Guaranteed Success in any program
- ❑ A POWERFUL Marketing Secret-FREE!
- ❑ RISK FREE - Your Own Home Business - ONLY \$29
- ❑ Proven Advertising To Increase Your Sales!

Each of these headlines contain one or more of the Power Words and states a benefit you can expect to get from the product or service that is being offered.

Let's start creating your Powerful & Effective Headline.
(Be sure to write out each step - the act of writing down what you are doing is very powerful and will help you stay on course.)

First, determine your audience. Who do you want to read your ad, sales letter, article or message? This is your target market - the people that will benefit most and be most interested in your product or service.

Second, write down what makes your product or service valuable to your target market. What benefits will they get from it.

Third, since your ad, sales letter, article or message will be read by individual people, try to imagine one single person that is part of your target market and will be reading your message and be interested in your product or service. Continue writing your headline and ad with this one person in mind. Write as if you are talking to him/her.

Fourth, choose the most valuable benefits this person will receive from your product or service. Narrow the list to one or two benefits. Now write out a list of as many one line sentences that you can think of about each benefit.
(Be sure to use some Power Words from above).

Fifth, Select the one most powerful statement from each list of sentences you just created.

Sixth, Now, if possible, combine your most powerful statements into one sentence, or you can select the best powerful statement from all of your lists.

You have just created your first Powerful & Effective headline. Your headline will now capture your reader's attention and interest and will drive him/her to read your ad, sales letter, article or message.

Use these simple and easy steps each and every time you want and need to create an Effective headline.

*This article available by autoresponder at:
mailto:article_4@sendfree.com

Betty Ann Wilkins, Publisher/Webmaster
"At Home Working News" - Your Doorway to Joining the
Work-at-Home Revolution. Fresh, Up-to-date, original
content to help you prosper in the home-based workplace.
<http://www.the-work-at-home.com/>

A 1-2-3 Guide to Joint Venture Marketing Success
by Dr. Bill Nieporte

Fact: Two Horses Can Pull About 9,000 Pounds
Question: How many pounds can FOUR horses pull?

If you are like me, your initial response was
to say that four horses can pull 18,000 pounds.
Sounds reasonable--but its wrong!

Four horses can actually pull over 30,000
pounds. What the difference? It's something
called synergy. Synergy is the energy or force
created by the working together of various parts
or processes.

Synergy. That's the power behind what is
commonly called Joint Venture Marketing. In a

"Joint Venture" or "Endorsed Offer," two parties leverage their assets (client lists, finances, technological expertise etc.) for the mutual benefit of both.

Joint Ventures are commonplace on the Internet. If you have ever exchanged links with another web site or perhaps traded ads with an ezine publisher, then you have engaged in a rudimentary Joint Venture. Unfortunately many marketers stop at this point--failing to enjoy the profit potential of this incredible marketing strategy.

You want to be different, right? Well, I am going to give a simple 1-2-3 formula that will allow you to profit using Joint Venture Marketing.

STEP ONE: You Need a GREAT Product!

This is the key to real success in any business, isn't it? Unfortunately so much of what passes as "useful products" on the Internet is just plain garbage. Too many people promises the moon but delivers nothing but cheese.

Listen, if you give your clients something of value up front then they will become happy customers for life. They will come back and buy over and over again.

Got your product? Great! Now let's move on to...

STEP TWO: You Need a Joint Venture Partner(s)

Here's one of the best methods around for finding Joint Venture partners. Visit <http://www.alexa.com> and download "Alexa." This will soon become your secret weapon for finding the information you need to make a significant Internet income. Play around with Alexa and you will soon learn how to use its many important features for developing a powerful and PERSONALIZED Joint Venture proposal letters.

Assuming you've got "Alexa" loaded and running, use your favorite search engine and check for key words like:

- * Internet Marketing
- * Marketing
- * Business Success
- * Advertising
- * Online Sales
- * Making Money
- * MLM
- * Entrepreneur
- * Email Marketing

* And any other key words that will find you
business owners, e-zine publishers, etc.

If you've done your searches you are ready for
the next step. It's now time for...

STEP THREE: Offer a Proposition That Will Make
Joint Ventures Happen Like Mad!

You've visited your prospective partners site.
You've used "Alexa" to do some strategic research.
Now take what you've learned and create a personalize
Joint Venture proposal. Make sure that you make
specific references to their site's content to
get their attention and assure them they AREN'T
getting Spammed!

Here's a letter I use to introduce people to the
Masters of Marketing Inner Circle
(<http://allaboutsucccess.com/innercircle/index.html>)

Dear _____ NAME _____ :
((If ALEXA doesn't find their name put in Sir:/ Mam))

I represent the fastest growing Internet Site for
Business Development on the net and since you seem to
be doing well (at least I get that impression from
your site)

((*remove the asterisks and write one or two lines
about their site, something like: "with your promotion
of "Save-A-Patriot Fellowship",))

and since you're obviously stable in business and
we know you've been on line since _____ with a
significant success in what you're doing, we want to
share an idea with you we believe will make you a nice
second stream of revenue while rendering a very noble
service to your customers.

Since we feel we represent a product that is a
perfect non-competitive but needed service you can
offer them we believe you'll do rather well so we're
prepared to absorb all risk and monetary costs.

If you'll call me between ____ & ____ one day this week,
I'll explain everything in full. It will only take
about 10 minutes of your time but it can mean thousands
of dollars to your bottom line.

I think you'll be excited as I was when I found you
on the net. My number is 888-XXX-XXXX and just tell
whoever answers I'm expecting your call.

Sincerely Yours,
Your Name

PS If you prefer I call you, just reply to this message with your telephone number and the best time when I can reach you. Make sure you send it with your name in the Subject line so I can pick it out of the many Emails I get and get right back to you.

Is it really that simple! All you have to do is commit to work a couple days a week surfing, finding prospects, and sending out letters. Then set aside a couple of hours each day to make your calls and arrange the deals. It's hat simple… and yes, it works.

SO - That's the next and final step!

GET STARTED IMMEDIATELY!

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Dr. Bill Nieporte is editor of "The Success In Life Newsletter." You may subscribe by visiting <http://allaboutsucccess.com>

MAKE THE WORLD'S TOP 50 MARKETING MILLIONAIRES YOUR SLAVE!

When you join the *Masters of Marketing Inner Circle* you will get access to ALL their secrets to build your fortune. Get the details now at <http://allaboutsucccess.com/innercircle/index.html>

Four Joint Venture Strategies To Quadruple Your Ezine Subscriber Base Over The Next Two Months

by Dr. Bill Nieporte

What would an influx of a several thousand new ezine subscribers do to your profit margin over the next two months? If you've got a worthwhile product and a site that sells, you could easily quadruple your profits!

So how do you build your subscriber base? I want to suggest four *Joint Venture* strategies that really work. A joint venture is an arrangement where two or more people trade on their resources for the mutual benefit of all. Here's how such marketing strategies might work for ezine publishers.

1. JOINT VENTURE YOUR KNOWLEDGE

One of the most poorly kept secrets Internet marketing is that if you write content for your ezine and submit it to other editors, many of them will accept it for publication. Fresh and valuable information is a hot commodity for among ezine editors.

In return you (the author) will benefit from having a free resource box of about seven lines to advertise your ezine and/or other product.

Is this strategy productive? Most definitely! Over the last four weeks I have distributed two fresh articles to other ezine editors. At last count these two articles have earned me nearly 500,000 FREE ezine impressions. One ezine contained over 150,000 subscribers. Within six hours after this issue hit the Internet my subscriber count had increased by over 400.

2. JOINT VENTURE YOUR ENTIRE EZINE

Here's a very novel idea that works wonders. Create a "Joint Venture Publishing Partnership" with a fellow ezine. Find an ezine that targets an audience your products are geared to attract. Then propose the deal. Suggest to the editor that your cross publish your ezine to other's lists.

Most shrewd ezine editors will jump at this chance. It will provide them with a brand new audience for their work (and you too). Don't worry--both of you will be especially motivated to make this issue your best ever--in order to attract more subscribers to your respective list.

3. JOINT VENTURE YOUR SUBSCRIPTION PAGE

On one of my sites I have joined eight other popular ezine publishers in a neat joint venture that has literally doubled my weekly new subscriptions. Whenever a person subscribes to any of these ezines on their respective domain, they are immediately transported to a co-opt page that lists all the other ezines in this fraternal relationship.

4. JOINT VENTURE YOUR SUBSCRIBER CONTESTS

Contests are very popular means of attracting traffic to your site. Recently, however, several ezine editors developed a very creative way to use contests to increase their respective subscriber base.

Combined these editors (who publish what I believe are the very best marketing ezine on the Internet) could provide over 100,000 powerful ad impressions for one lucky winner. Their strategy was to create a single page where subscribers to register for the prize by subscribing to each list.

Next they invited webmasters and other ezine editors to advertise their exclusive subscriber site. Those who advertised would automatically be considered for a special weekly contest drawing. This system is one of the best joint venture arrangements I have ever seen. You can check it out at <http://www.ezinehits.com/Nieport.htm>

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Dr. Bill Nieporte is editor of "The Success In Life Newsletter" and webmaster of <http://ezinesuccess.com>

SPECIAL NOTICE: Free To Our Readers - We want to let you know about an "internet marketing guru" who has earned an extra \$2,000,000 with his unusual no-risk "Instant Cash Flow" system... Go to: <http://www.ezinesuccess.com/innercircle/index.html>

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You Just Need a Few Good Clones
By Terry Dean

Have you ever seen the movie "Multiplicity?"

Well, in this movie, actor Michael Keaton plays an individual who ends up over his head with too much work to do. He ends up getting offered a chance to eliminate some of the work by being "cloned."

Well, he ends up being cloned and his clone goes to work for him at his job. Then, he clones himself again for this one to take care of the work at home. Then, one of the clones has themselves cloned. Well, you get the idea.

Well, because of confusion and other problems, having a few clones around didn't work very good for Michael Keaton in the movie.

BUT...Cloning will work for You.

Of course, I am not talking about literal human clones. Besides the moral and religious problems this type of action would bring up, I really wouldn't want to deal with another one of me around here...with those bad attitudes and all.

The kind of cloning I am talking about is how you can clone your online business efforts. Working on top rankings for the search engines, posting classified ads, writing your own newsletter, and coming up with content for your web site is a LOT of work.

You can wear yourself out trying to do everything experts claim you "need" to do in marketing online. You have to find a better way.

Here come the clones...

Although I still do many of the methods above...and dozens of other techniques, I don't rely on them. As a matter of fact, there are times I don't do any type of advertising whatsoever...not even post a single message on a discussion group.

I may be busy helping a client, taking a vacation, or working on a new web site. Whatever the reason, there are times I just don't advertise.

Guess what? Most of my traffic just continues right along. The opt-in list keeps growing. The orders keep coming in.

The reason is that I have "clones" doing the work for me.

Let me tell you the names of a few of them.

1. Free Content

I give full permission for anyone to use any free article I write in their ezines, on their sites, or even in their magazines.

Every article has a little resource box for me at the bottom and brings more traffic...and sales into my site.

It is a Win-Win situation. The person using the article gets to have content for their newsletter or for their web site to give themselves a greater credibility. I get to receive extra traffic without spending any time or money.

If you want to have more content for your site, newsletter, or magazine, feel free to take some of the articles at:
<http://www.bizpromo.com/free>

2. Free Electronic Books

My first electronic book, "101 High Profit Businesses You Can Start Online With Little Or NO Money," was created and given to my subscribers as a Christmas present last year. Little did I know the chain reaction which would start.

Immediately people started requesting permission to post this book at their sites. Of course, I said yes. Soon, there were near a thousand sites which had it listed.

Does that bring in traffic? You can bet your bottom dollar that it does. So, I have created another one: "Unlimited Traffic: The Webmaster's Secret Resource to Thousands of Hits Daily" which details 55 traffic techniques. It is available at:
<http://www.bizpromo.com/traffic.exe>

3. Free Polls for Your Web Site

The best way to find out what your visitors and customers want is to ask them...right? The simple reason most webmasters don't ask is because it is difficult to both ask and keep track of the results.

So, we installed a program called PollWorld on our site. Using this program, you can create polls for your web site and it will keep track of the results for you...and only allow one vote from each visitor so there is no cheating. You can check the results at any time.

Webmasters now have an easy tool for finding out exactly what their visitors think or want. What do we get out of it? We get traffic as the poll also has a link to us. It is Win-Win situation for both the webmasters and us.

If You Would Like to Start Polling Your Visitors for Free
Go here now: <http://www.bizpromo.com/pollworld>

4. Free Traffic

Every webmaster wants more traffic so we created two traffic building programs. The first one, the HitTrafficker, lets you join for free and start linking with other web sites in a leveraged fashion. If you sign up and promote it, you can quickly have hundreds or even thousands of sites out there promoting your web site for you.

The HitTrafficker is at
<http://www.ezfree.net/free/users/main.shtml>

We have also created a banner exchange for webmasters who want to target their traffic and again leverage their traffic from thousands of webmasters. Most banner exchanges give you credits for your own site visits. We do that, but we also give you 20% of the credits of anyone you refer to the banner exchange. If you refer a site with 1,000 hits a day, you get 200 impressions of your banner every day for free...in addition to your own credits.

You can read more about this at:
<http://www.eztraffic.net>

5. Free Referrals

The best visitor you could ever have is someone who visits your site because one of their friends referred them. The problem is that most of the time their friends forget to refer them to you. By using a referral script on your site, you can give them an opportunity to recommend your site to their friends quickly and easily.

A referral script is a pretty easy script to install on a site, but many people don't want to mess with that kind of stuff. So, I have set it up so other webmasters can use my referral script to refer friends to their sites.

The Webmasters get referrals without having to mess with CGI scripts, and I get a little link on the bottom of the emails. It is another Win-Win situation.

You can read details about this at:
<http://bizpromo.com/recommend.htm>

6. Free Income

Affiliate programs can put your web site profits into overdrive. You are only one person, but when thousands of people start promoting your site, sales can really start to happen.

Your affiliates get another profit stream to add to their multiple streams of income. You get traffic. It is an extremely fair trade where both sides Win again.

Please visit the Video Training Center and take this opportunity to sign-up for our free affiliate program which pays up to \$148.50 per sale...with a 10% payout to 2nd tier affiliates also.

<http://www.vtcenter.com>

Now You have seen my clones...

They often do much of my traffic building work for me.

Do you have any "computerized" clones working for you?

Written by Terry Dean... Visit us today at

<http://www.bizpromo.com>"

Pick up your Free Unlimited Traffic E-Book containing over 50 Traffic Tips you can use today to get more traffic and sales at your site...Click here to download:

<http://www.bizpromo.com/traffic.exe>

Why Not Knowing About the "KISS" Principle is Probably Costing You A Fortune!

.....by Terry Dean

Is it your goal to build the biggest, most exciting, and most dynamic web site on the Internet? If so, you are probably barking up the wrong tree!

There is a saying online..."Your web site can be exciting or it can be profitable." Now, I won't go as far as to claim that this is a blanket statement for all web sites, but I can tell you that it is true at least 97% of the time.

The people who are out to build the biggest or most dynamic sites are the ones who fall flat on their faces in the Internet world.

That is the type of strategy large corporations are pursuing in the Internet world. Now, guess how profitable most big corporations turn out online?

The numbers aren't pretty for most of them. Although Internet stocks are soaring to new heights, most of the companies involved have yet to ever earn a profit!

They are out to gain a large portion of the market share and they can afford to lose millions of dollars in the process.

I don't know about you, but I can't afford to lose that much money in hopes of someday cornering the market!

When I originally started my Internet business, I only had \$200 to do it with...and if it didn't show a profit, I was in trouble. To make matters even worse, I didn't really know anything about marketing.

Opt-In Lists, gif images, jpeg graphics, real video, backend selling, upselling, closing, click-thru ratios, and visitor tracking were all “foreign” words to me!

I just wanted to make some money online, but I didn't know how to do it.

Well, to make a long story short...I had to follow the "Keep It Simple Stupid" rule (Called "KISS" for short).

The complicated principles and projects are not the most profitable ones. The best direction to take is often the one that is the simplest.

Often, when we use all of the above "marketing" buzz words, all we do is paralyze people with fear. They think to themselves, "I don't know this or I don't know that so what am I going to do!"

So, they end up doing nothing. The first step to building a profitable Internet business is simply getting started...today.

So what if you don't know everything about marketing.
So what if you don't know everything about technology.

I am going to let you in on a secret...you never will!

I was able to succeed and you can too. Yes, along the way I have purchased just about every informational product I thought could give me another secret to marketing (and almost every one I bought did teach me something). And yes, I have learned quite a bit about marketing along the way.

The point is though that I had to start somewhere, and so do you.

When you start, keep it simple.

If you are already an Internet marketing "guru," I want to take this time to remind you that the most successful

campaigns in your life have always been the simplest ones.

As you become more successful through your marketing endeavors you are always going to be tempted with difficult or complicated projects. Avoid them like the plague. Keep going back to the ones which are the easiest to get started and running.

If it is going to take you 25 weeks to design the site and 100 pages of information to explain it to me, you are just asking to fail.

Along those same lines, I want to reveal to you 6 other aspects of your Internet business which you need to keep simple.

Item #1: You need to come up with simple ideas.

Although it can be done, very few people will succeed online by just following affiliate programs. If you want to make real money online, you will have to come up with your own ideas.

Don't let that scare you. The best ideas don't have to be difficult. It also doesn't have to be 100% original every time. The most successful marketing campaigns I have seen are usually accomplished by improving on something that is already out there.

This doesn't mean copying what someone else is doing. It means keeping your eyes open to what is working and finding ways to improve products or services that are already out there. Then, offer them at your web site by following a successful model that is already working.

Item #2: You need to create a simple theme.

Focus on one market of consumers. Never try to sell to everyone out there or you will end up selling to no one.

If your love is cats, then focus a site around cats. If you want to teach mothers how to make money at home, then focus on that market. No matter what type of industry you choose, figure out a way to extremely target the market and make it more specific. If you want to focus on sports, then try to focus on one sport such as golf or basketball.

Write down who your market is...and then make it more specific.

Item #3: You need to create a simple strategy to follow.

Create a simple marketing strategy and follow it. In other words, test a couple of marketing ideas you have heard such as ezine advertising or banner advertising and find out which one is working for you.

To do this, you will need some way to track the results. I don't want to get too complicated with technology at this point, so here are a couple of simple methods. You could ask your host about tracking your visitors somehow, or you could create mirror pages (this simply means creating copies of your main page) and with each ad use a different page for the visitor to come to.

Item #4: Use simple content to keep people interested.

I am sure you have heard the phrase, "Content is King." That is true, but many people are now getting content overload on the web.

People are beginning to flock to sites which offer simple content to them. For example, if they are looking for how-to articles, they are looking for sites which give them simple step-by-step instructions. If you provide 1,000 different articles or ideas on the subject, you are quickly going to end up with confused visitors. They want simple, direct information.

You will receive better results with one super high quality report on your site than dozens of OK reports. So, focus on giving your visitors exactly what they want...simple solutions from simple information.

Item #5: Give people simple choices to make.

Do you realize that you will confuse your visitors if you give them too many choices on your front page? The number most marketing experts agree on as the maximum number of choices to offer at any time to a prospect is six.

Many sites are offering 100s of links from their main page, but the best working sites have around 6 links. This isn't a constant rule, but it is a good guideline to follow. Make your visitor's choices simple.

Something that seems to come as a surprise to many people is the fact that one page sites can become very profitable. I have seen one page sites (this is a web site which just has a sales letter on it's main page with NO other links except to an order form) achieve response rates of 1% to 5% recently.

The owners created or found a product their market wanted and then they wrote or found a killer sales letter for it. They simply put up the sales letter and linked it to an order form. Then, they went to work at advertising and starting raking in the dough.

Item #6: Offer simple ordering options.

This is a direct marketing principle that will live on forever.
You have to make ordering easy for your prospects.

On the Internet, this means you have to accept credit cards through secure ordering forms. Doing so will increase your sales by at least 300% over taking checks or money orders by snail mail.

* Keep It Simple *

A keyword in your marketing vocabulary from now on should be the word "Simple." Whenever you are thinking about taking on a new project, will it be simple? Whenever you are designing a web site, is it simple to click through, make choices, and order? If you can't find a simple way of getting something done, then you should keep working on the idea. Don't run with it until it becomes simple in every aspect.

Terry Dean is the owner and webmaster of <http://www.bizpromo.com>
Visit today to learn the insider secrets to internet marketing, banner advertising, email promotion, and more...<http://www.bizpromo.com>
To Subscribe to "Web Gold" our free internet newsletter,
send an email to webmaster@bizpromo.com with "Subscribe"

There is ONE Secret to Internet Marketing
By Terry Dean

Too many people are constantly searching for the "Holy Grail" of Internet advertising. Instead of just getting out there and doing something every single day, they sit back and wait till they find the "Secret" to Internet marketing.

Sure, there are great techniques you could be using. I am sure there are products out there which will teach you how to market better online. You should always be learning. The moment you stop learning, you start stagnating.

You will find that many of the techniques that the top experts teach you may actually disagree with one another. This is because there is only one true judge of what works in the online marketplace...testing and results. Without testing everything you put to use, you will never know what is or can work for you.

There is one "Secret" of Internet marketing every single successful Internet marketer will agree upon.

If you sit back and do nothing, you will get nothing!

Successful Internet entrepreneurs are doing something. If you sit back on the sidelines and just watch what's going on, you will never win the game.

Start doing something...even if it doesn't work!

You have to "practice" Internet marketing.

Set up a mirror page on your site or some other tracking mechanism and place a classified ad in an ezine. If it doesn't work out the way you wanted, place a different ad in another ezine. If it does work, then keep running and add on more ezines to your advertising campaign.

Use one of the traffic techniques in my free e-book "Unlimited Traffic." If it doesn't create the traffic you want, add another technique. This ebook has 55 techniques Internet marketers are currently using to get traffic. Keep adding on new techniques until you get the traffic you want.

If you want to write better ads for your products, then find some of the best sales letters and start copying them by hand. Then, practice your own letters.

Something that almost no one ever seems to mention in regards to business is that some of the most successful companies expect that only one out of every seven products they create will be a success worth continuing.

Claude Hopkins, considered by many to be one of the greatest marketing minds ever, recorded this in "Scientific Advertising:"

"There are many surprises in advertising. A project you will laugh at may make a great success. A project you are sure of may fall down. All because tastes differ so. None of us know enough peoples desires to get an average viewpoint."

The first site you create might not be that profitable. If you are smart and stay in contact with the right people, you will learn something from it. Your next web site may be the success you are looking for.

The reason you may not be making money right now could be that you have the wrong product or are targeting the wrong market. If you can't explain to me in one paragraph exactly who your targeted market is, then you aren't ready for success on your site.

Test some different products. Test some different advertising methods. Test some different ads. Only testing can tell you what will or will not work online or offline.

The key is to keep your testing small so that it doesn't cost you an arm and a leg. Test one or two ezine ads. Purchase a 10,000 banner ad campaign. Set up a small budget of say \$50 - \$100 every month just for testing (more experienced marketers have a much higher budget for testing).

Never spend any money on advertising where it will put you out of business. It should be as small and risk-free as possible at all times.

If you can't afford to spend or lose any money in advertising, then start trying free traffic techniques. There are dozens of them that you can use as well. In this area, never spend more time on any advertising technique than you can afford to lose.

Time is money and as you become more and more successful in this business, it is the time that you run out of first.

The Secret to Internet marketing is to "Do Something." Even if it doesn't work out quite as well as you plan, keep doing it or add in other elements and aspects to your business.

The second Internet marketing secret is much like the first one. It is "Don't give up!"

Terry Dean - <http://www.bizpromo.com>

This article is an excerpt from the FREE E-Book
"Unlimited Traffic: The Webmaster's Secret Resource
to Tens of Thousands of Hits Daily" which can
be downloaded for Free: <http://www.bizpromo.com/traffic.exe>

The #1 Reason Internet Marketers Fail by Terry Dean

I am always amazed when I discuss marketing techniques online with other internet marketers that MOST of them are missing the key ingredient I find in my own online success.

They usually are well focused on producing internet traffic or on writing good ad copy (which are both key ingredients to success), but then they leave out what I consider to be the most important tool of all online...Followup.

Almost every one of them without fail tells me when followup comes up, "I have autoresponders" or "I answer all of my email." Well, good for you. That isn't followup though.

Making the sale will usually take you 5 to 10 contacts with a prospect. The recognized number we all quote is 7 contacts. So, if it takes at least 7 contacts with a prospect to make the maximum number of sales of your product or services, what are doing to make sure you reach that number with EVERY prospect?

You cannot take a passive approach to marketing and hope that if someone is a real prospect, they will come back to your website later to check it out again. That is financial suicide! All of your marketing has to be active...In other words, YOU are the one who has to make sure you reach at least 7 contacts. Don't even consider leaving it up to your prospects!

We have the most powerful tool in the entire marketing world only available to us online...yet only a small portion of us are taking advantage of it. That tool is Email. Is there any other tool where you can followup consistently with dozens or even hundreds of prospects EVERY day of the week and not spend a single cent extra.

If you followed a daily followup system in direct mail, you would quickly mail yourself right into the poorhouse. The same thing would occur with telemarketing. With email though, I can send hundreds of followups for FREE as often as I like. If you are not following up on all of your prospects online, don't make excuses. Change it or admit that you are too lazy to care about the success of your business.

Make a commitment that today you will followup. I am asking for that commitment to be made to me and to yourself. Plus, I am going to help you. Below I am going to detail the three most important steps for getting started in email followup so that you will have a base to build upon.

I can't list everything in this short space of time, but if you would like to learn how to make money every day of the week by email marketing, refer to my "Internet Marketing Secrets" course at <http://www.bizpromo.com/internet.htm>

1) You have to capture the email address.

This is the very beginning of your marketing process and I make it a chief priority in all of my website's designs. Take a look at my website at <http://www.bizpromo.com> and notice how I give you a chance to subscribe to my newsletters, hit my autoresponders, fill out forms with your email address, etc.

Everywhere you try to go on my website, I am giving you another opportunity to give me your email address. This is all because I know that real internet marketing begins when you give me your email address!

(NOTE: Throughout this whole report I am referring to only following up on prospects who first contacted you and gave you their email addresses willingly. I don't believe in using SPAM to promote your business, because you will offend people, lose your ISPs, and lose your reputation online if you start sending unsolicited bulk email)

2) Buy & Learn How to Use High Quality Email Software

Although you may start off with low or no cost email software which is included with your browser or with your computer. I recommend changing it to professional email software. I personally use Eudora Pro version and can recommend it to you. That is not the only one out there, but it is a great one to get started with.

The key element of using this type of software is that you will be able to manage hundreds of email addresses, sort mailboxes, and assign address books for followup. You will be able to add all incoming requests for info into special address books so that you can followup on dozens or even hundreds of prospects all at one time.

I don't want to get into a complete study of the software programs here, so I recommend that you actually pick up and read the email software's manual. It will take some time, but you will find that your email software's features can quickly become your biggest time saving feature in your online business.

3) Learn the skill of making offers

Here is a simple technique for getting you started in email followup correctly and consistently. Have your first offer or sales letter prepared on an autoresponder or as a automated reply in your email software. Collect every request for that information into an address book for followup.

Then, begin mailing out to that address book your followup offer daily. The

simplest way of doing this is by sending the same sales letter (We don't want to confuse your prospects), but attach a new paragraph to the top of each outgoing message everyday.

On this paragraph, you could do a scarcity offer or an email probe. A scarcity offer at the top of the email would look like this:

"ONLY 5 MORE LEFT IN STOCK...The first five who turn in their orders today will receive a...."

Then, go on to describe exactly what your prospects get if they order today. Then, the next day you could do the same thing, but list "ONLY 3 MORE LEFT..." and continue through with scarcity.

The other technique is to actually put a paragraph on top of the email saying that your surprised that you haven't heard from them yet and you wanted to know if they had any questions, etc.

Followup can be just that simple. Include the same sales letter, but change the top paragraph in every letter you send out. Then, keep it up with each of your prospects until they buy or they tell you to stop. If someone asks you to quit following up, simply remove that address from your address books and continue with the rest of your prospects.

Learn and follow this technique in your online business and your sales will double or triple in the upcoming weeks!

Terry Dean is the creator of the "Instant Internet CashFlow System" which will teach you how to develop a \$100,000 yearly Internet strategy, achieve Top 20 rankings on search engines, develop your own Hot Internet Products in 4 hours or less, and create an almost Unlimited Income through Banner Advertising... for more info, visit:
<http://www.profitstation.com/internet-cashflow.htm>

Seven SureFire Recipes For Internet Failure!

By Terry Dean

This article is quite a bit different from our usual publication. Instead of showing you how to succeed, today I am going to show you how to fail.

Below are seven recipes for the surefire failure of your web site. I will show you how to cure each of these faulty recipes underneath each listing.

Once you know the steps that cause failure, you can avoid them.

Failure Recipe #1: Sell Something You Don't Understand.

Do you want to know one of my pet peeves? It is when someone comes to me asking how they should sell the new book they wrote on "Internet marketing."

My question is...If they wrote the book on it, why are they asking for my advice?

This is a Surefire recipe for Internet failure...You shouldn't be trying to sell something you don't know, understand, and aren't an expert in.

In other words, don't sell an Internet marketing product if you haven't made money in Internet marketing.

Don't jump on a business opportunity just because someone you know is promoting it. Find something that you love. Then, build a business out of that.

If you love gardening, then find a way to develop a web site and product around that. If you love mountain bikes, then create a web site about that.

If you are always on the golf course, then create a theme out of that. Review golf courses and golf clubs. Sell golf videos on your site. Joint Venture with a travel company and offer golf getaways.

The most successful online sites are not in the "business opportunity" field. They are special interest sites built around specific themes.

Failure Recipe #2: Don't Add Your Personality.

Don't try to compete with corporate sites with your little \$100 domain. They have the huge advertising budget to overcome their site mistakes, but you don't. You must use your secret weapon...YOU.

Many people are ashamed to do this, but you absolutely have to add a little bit of you into your web sites. Your visitors are not looking for another corporate site. They are looking for real solutions to their problems, and they want them to come from a real human being.

Include your name on your site. Give your phone number and personal email address. Tell them facts about why they should listen to you. What experiences or credibility do you have in the field?

When you write something for your site, let it include your personality. Include your opinions. In other words, be interesting to the people who visit you.

Failure Recipe #3: Ignore Your Traffic Stats.

Where does most of your traffic come from? Ask that question of 90% of the webmasters out there, and they will just give you a blank look. They have no idea where their traffic comes from.

This is a serious mistake and one you will have to correct if you have any ambitions for your site at all. Virtually every hosting company you could possibly purchase your site from comes with some type of tracking features. If you don't know what your hosting company currently offers, ask them.

Examine your stats to find out where your traffic is coming from. What search engines do they use to find you? What keywords did they use? Who else is linking to you?

Which pages do they visit first? Which section of your web site do they go to the most after they visit the front page? These are the types of questions your traffic stats should be telling you.

Once you have a chance to look at them, increase promotion in whatever areas are working. If you notice that you are getting a lot of hits from a specific search engine, increase your promotion on that engine. If you receive most of your hits through links on other sites, then work more on creating links.

If you notice your traffic surges every time an ezine publishes one of your articles, then send out more articles for ezines to use. Keep on doing whatever is currently working for you! Cancel the rest.

Failure Recipe #4: Don't Collect Email Addresses.

Sites which only have one shot to sell their visitors are eventually going to fail. You have to create a sales system where you can follow up on them again and again.

The best way to do this is to create your own ezine. You could also offer a special series of reports which are sent out to your prospects by email every couple of days or every week. Either method will increase your web site sales and increase your profits.

Think about it this way. If you can't get a prospect to commit to you by giving you their email address, then there is no way you can sell something to that prospect. So, focus on collecting the email address when someone visits your site.

Offer your ezine (or your special series of reports) on every page your of site. Give free ebook bonuses for subscribing. Offer other incentives for subscribing. Build the list and at the same time make your first product offer to them. So, you are still doing a sales presentation, but you get to follow-up at the same time.

I will venture to say that your actual web site serves two primary purposes. It is there to give you the basic credibility so that they subscribe to your email publication, and it is there to help you take online orders. For most businesses, those are the two most effective purposes of the entire site!

Failure Recipe #5: Sell Shoddy Products.

If you are out to fail, then sell some shoddy products. It used to be said that if one customer had a bad experience they would tell 10 of their friends about it. Now, with the global efficiency of the Internet, instead of them just telling their friends, they may tell thousands of people about it.

When you sell a really good product, the news gets around. When you sell a poor product, the news gets around even faster.

So, make sure any product you sell is your best work. Figure out a way to add additional bonuses to it. Give the customer more than they expected. You have to "WOW" them.

Give them faster shipping than they expected. Purchase reprint rights to someone else's product to throw in as a bonus. Call them up and ask them if they need anything else. Go beyond the call of duty and your name will begin to become well known around the Internet.

Failure Recipe #6: Build It and Sit on It.

The phrase "Build It and They Will Come" is a great statement to use in a movie, but it doesn't work on

the web. Too many webmasters spend thousands of dollars building a web site, and then they sit on it. They don't do anything with it.

If you want traffic, then you have to go out and get the traffic. There are two commodities that you can use to build traffic to your site:

#1: You can spend money building traffic through offline advertising, banner ads, ezine ads, and the like.

#2: You can spend time writing articles to submit to ezines, participating in forums, exchanging links, etc.

Spending your time is actually more productive in 90% of cases than spending your money, but either way it does cost you something. If you want traffic, you have to advertise.

Failure Recipe #7: Do What Everyone Else is Doing.

Most Internet marketing methods only work until everyone knows about them. Innovations only last so long on the web. For example, it used to be really easy to get top positions on the search engines. Now, you really have to work to get those positions because every market has thousands of competitors who know the secrets to search engine marketing.

You have to do something a little bit wild and unique to build your traffic bases in most cases. You have to come up with your own ideas and not just rely on what a few select gurus are telling you. If a guru tells a method for building traffic, then you can rest assured that thousands of marketers will soon be using that exact method for building traffic. Although the method will still work, it won't work as well as when it was first invented because of the increased competition.

Learn to use your mind...and then success in your business will follow.

Terry Dean is the publisher, author, and webmaster of the FREE Web Gold ezine and <http://www.bizpromo.com> "Picture Yourself Living The Life of A Successful Internet Writer or Digital Self-Publisher" by finding out more about our complete training course at <http://www.ezinfo2000.com>

How to Write Killer Advertising that Practically Forces People to Respond (Part 1 of 2) by Terry Dean

Stop a moment some day and look at the kind of advertising you see in your mailbox, on your computer, on the radio, etc. Look at it and think, "Would I buy this or not?" If you say "No," then ask yourself why. If you say "Yes," then ask yourself why. What is it that makes this ad attractive or what is it that this person's offer unattractive. Do this regularly and you will start surprising yourself with what you will notice about advertising. Most advertising you see today is written extremely poorly. It confuses the prospect, doesn't paint a desired picture in their mind, doesn't give a reason to order now, and focuses on features, not the benefits. Most failed businesses can be tracked back to poor advertising, although there are many other reasons for failure. If you want to stay in business, you must learn how to advertise effectively and how to produce orders NOW! This is what we will be working on in this manual, so be prepared to change your advertising and to fill your mailbox with orders!

There is a creative money making genius on the inside of you. You just need to learn how to let it out. What we will cover in this short report is the purpose of advertising and the 12 Advertising Secrets you will need to know to become an effective advertiser. No matter what business you do whether it be a small retail store, a consulting service, a house cleaning service, or a mail order business, you must learn to create advertising that gets results. If you don't, your business will be painful and short-lived. First of all, let us look at the two major (And different) reasons for advertising.

Number one is for exposure. Most television commercials and many newspaper ads and magazine ads are made for this purpose. The Advertiser wants their name exposed to the public and for the viewer to think of them next time they are ready to make a purchase. Major corporations are the ones who will do this kind of advertising. They have the budget to constantly expose their name to the public and wait for their orders to come as people become more used to them and their advertising.

The type of advertising you and I are interested in is completely different. It is called direct response advertising. In other words, we are advertising and are motivating our readers to order now, to call our 800 number and order, mail us a coupon and order, or fax in an order. We advertise a product and service and seek for people to make purchases now. As a small or home business, a quick way to go bankrupt is to place full page ads without asking for an order NOW! You must cause the person to order today if you want to stay in business in any type of display advertising or direct mail.

Classifieds are of a little different nature, but they work on the same premise. You don't ask for a sale right from the classified (Which would be a large mistake because there just isn't enough room in a classified to make sales). Even asking for one dollar in a classified ad reduces your response greatly. You will have them call your 800 number voicemail or your fax-on-demand in which they will receive an offer and a chance to order NOW! In all advertising, you must ask for the order NOW or get out of business! Many people have contacted me and said, "I know that I have a wonderful product, but I just can't figure out why I am not getting any orders."

You may be the same way. Let me tell you a simple truth, It does not matter how awesome your product line is if your advertising doesn't cause people to see themselves using it and how it will benefit them. Your advertising, not your product in many cases, will determine the success or failure of your business. Yes, Your product needs to be awesome (Or you will experience a large number of refund requests and a short-lived business), but your advertising will make or break your business.

Before we spend too much time detailing why you should create awesome ads, let us just simplify the whole deal. You want your business to make money? Then, write money-grabbing ads!

Now, Let us reveal 10 of the major advertising secrets you will need to know and begin using in every ad you create:

1) Testing, Testing, Testing

In all advertising and mail order, the biggest key of long-term success is Testing everything. Test your ads. Test your sale letters. Test your products. Test the publications. Test everything. You will never be done. Learn to key all of your order forms and phone numbers to make sure you know which ad and publication is doing what. Don't ever leave anything to chance. Test everything. Great Advertisers and Mail Order Millionaires are people who have tested everything and have found what works. Your testing period will NEVER end!

2) STRONG HEADLINES

The number two key to success is your headlines. You must understand that the wording of your headline is more than 70% of the effectiveness of your advertising. That means it is a BIG DEAL what your headline says. A note that needs to be added. In mail order, it has been our experience that Negative headlines often Outpull positive headlines. For example, one of the most popular and effective headlines in network marketing has been "Dead Downlines Don't Lie!"

Negative headlines force your prospect to identify with them saying, "That sounds like me. The main purpose of the headline is to GRAB their attention, so your headline must be attention grabbing and prospect focused. What are their needs? What are their Desires? What are their Fears? Pay attention. The upcoming secrets must be used when writing your headline also, not just your body. HEADLINES WILL MAKE OR BREAK YOUR ADVERTISING CAREER!

3) Short Words, Short Sentences, Short Paragraphs

Forget what your grammar teacher taught you in high school. When writing ads, you must make your ads simple: Simple to Understand & Simple to Order. Keep the level of writing 8th grade or lower. Use Short Words, short sentences, and short paragraphs. I know your literature teacher told you to not write paragraphs with only two sentences in them, but how much money did he/she ever make in advertising? The moment you confuse your prospect, their attention and the sale disappears!

4) Be Specific, Not General

Be specific in all of your advertising. Don't Say "Fill Your Mailbox with Cash." Say "Receive Up to \$355 a day in your Mailbox Daily." Don't Say "Secrets to Making Money." Say "63 Year Old Man Tells You His Dirty Secrets to Making \$578 a day!"

Being specific makes your advertising more believable. Being general makes your prospects say "He is just making this up." Being specific makes them say, "He must have counted it. I want to make that much."

Don't say "Fill your Downline with Distributors." Say "Add Up to 15 New Distributors a month to your downline." You get the idea now, don't you. Don't ignore the fact that Being Specific will beat being general every time. Go over your advertising copy and edit it to become specific.

Be sure to read Part II!

Terry Dean is the creator of the "Instant Internet CashFlow System" which will teach you how to develop a \$100,000 yearly Internet strategy, achieve Top 20 rankings on search engines, develop your own Hot Internet Products in 4 hours or less, and create an almost Unlimited Income through Banner Advertising... for more info, visit:
<http://www.profitstation.com/internet-cashflow.htm>

How to Write Killer Advertising that Practically Forces People to Respond (Part 2 of 2)

By Terry Dean

5) Use Your Background & Be Unique, Not A Me-Too Ad

So many ads out there today are for just me-too products and me-too advertising. When I say "Me-Too Advertising," I mean that these ads or products have been so overused that they just don't pull anymore. People are tired of them. For example, People are tired of hearing how much more your network marketing company pays than the one on the other page. They are tired of hearing about how your products are the best in the industry. They have heard that story before.

You need to become Unique in your approach. Are you elderly? Are you Young? Are you Deaf? Are you bald? Did you flunk out of school? Do you only have an 8th grade education? Put something of yourself into the ad. A bald man could write an ad saying, "57 Year Old Bald Man Grows Dollar Bills Faster than Men Half His Age Grow Hair!" Be unique. Find something about yourself that is unique and put it into your advertising. Let people know who you are, then they will begin to trust you, and Trust spells orders.

6) Use Pronouns (I, You, He, She)

Again, we are going to make the literature teachers angry at us, but Using "I" "You" "He" "She" throughout your advertising copy will produce more cash orders. People will begin to identify with you. They will begin to say, "Yes, I can do that." They will be drawn into the picture you are painting of them enjoying or succeeding with your product or service. Creating a picture of them and their needs being met by your company spells creating an order.

7) Focus on Benefits, Not Features

This is a lesson mail order & direct mail professionals have been trying to get over to us for years. You must focus on the benefits of your product, not its features. Although it may sound like these two things are one in the same, they most definitely are not. Which way you lead your presentation which will make a big difference between the success and failure of your advertising campaign. Your product's features are things such as pay plan, product ingredients, what it is made of, etc. Benefits are what your product will do for them. Features are product centered. Benefits are prospect centered. Benefits are things such as "How much will your prospect make? How much weight can they lose? How much hair will they grow?" You have to make your advertising copy prospect centered instead of product centered.

8) Use Lots of Adjectives & Adverbs

You will notice in mail order, there is not the "information packed manual." There is a "huge 62 page information packed manual with step-by-step instructions." When writing your ads, take your descriptions to the limit. Then, you can cut it down some as you go over it. Describe the product. Paint a picture in your prospect's mind of them using your products or services. If you are selling Home Business information, paint a picture of the prospect succeeding in business, making money daily, having more free time, etc.

As a general rule, people do not buy because of logic. Too much failed advertising is logic oriented. Too many people say, "It is only logical for them to buy my product." If that is your idea, it won't sell. People buy because of emotion. Create practical logical products. Then, write advertising that uses emotion to make sales. Paint the picture of your prospect both with and without your product. Make them need your product. Make your product have an emotional appeal to them. Then, you will make sales

9) Testimonials

Testimonials are a powerful selling tool and should be used at every opportunity. Include testimonials in all of your ads if possible. Many Great Selling Ads are made up of 1/3 to 1/2 testimonials of the company's products or services. Getting testimonials is easier than many of us think also. Make up a testimonial form (With signature required) and hand it out to all of your clients. Let them know you care what they think about your products and services. Make it easy for your clients to give you testimonials. Then, use them in all of your advertising if possible.

10) Free Bonuses For a Limited Time

Something Free is always a drawing factor in advertising. "Free" is probably the most powerful advertising word in existence. Anything that you sell that has a price of more than \$20 should always have Free Bonuses attached, and most products under \$20 should have Free Bonuses also if possible. Then, You

should always make your Free Bonuses for a Limited Time Only to Bring in Orders Now. This has the Effect of "Sale" on a prospect's mind and moves them to order now. All advertising must be geared for the prospect to Order Now! And Free Bonuses don't have to cost you very much either. Include something that you can reproduce cheaply, but has a high value to your prospects.

11) Strong Guarantee

The best way to gain trust in your prospect's mind for you is to include a solid guarantee on your products. The postal service requires a 30 Day Money Back Guarantee on All Products sold by mail order unless your guarantee is mentioned. You should always include this guarantee if not more. "30 Day No Questions Asked Money Back Guarantee! I refuse to Let Anyone Be Unhappy With Our Product!" Add guarantees to everything that you sell. This is a strong motivator to people and can overcome most fears and objections they have in their minds toward ordering from you.

12) Easy To Order

Make it easy for people to order from you. This almost goes without saying, but there are a lot of ads out there which have broken this rule. Tell people clearly how to order. For example, "Pick Up Your telephone and Call 1-800-000-0000 Now And Have your Credit Card Ready!" Or "Fill Out this Order Form and Make Your checks payable to Business Systems 2000 and then fax your order to 1-000-000-0000 or mail them to Business Systems 2000, Box 128, Richmond, IN 47375!" Make it clear to your customers what you want them to do to order now.

Another thing that should be mentioned is that you will increase your orders 50% - 100% just by accepting credit cards. They produce more trust and more orders for any small or home business. Order a copy of our "How to Increase Business By At Least 50% Just By Accepting Credit Cards" for information about merchant accounts and how 99% of home businesses (Even brand new startups) are able to obtain a merchant account for a very low cost.

BASICS OF ADVERTISING

Those are the twelve basics to advertising. Remember them. Go over them. Use them. It will make a difference in your business. Remember this report as your Twelve Step Program to Advertising Success:

TESTING, TESTING TESTING

STRONG HEADLINES

SHORT WORDS, SHORT SENTENCES, SHORT PARAGRAPHS

BE SPECIFIC, NOT GENERAL

USE YOUR BACKGROUND AND BE UNIQUE

USE PRONOUNS

FOCUS ON BENEFITS, NOT FEATURES

USE LOTS OF ADJECTIVES & ADVERBS

TESTIMONIALS

FREE BONUSES FOR A LIMITED TIME ONLY

STRONG GUARANTEE

EASY TO ORDER

Create your advertising materials and then go over them again and again to refine them, but always remember they are NEVER finished. Testing is the name of the game in advertising and then winner in the end will always be the one who has tested their advertising the most.

Check out our new 12 Step Fill In the Blanks "Paint By Numbers" Ad Course which is a free bonus by going to <http://www.bizpromo.com/cashflow.htm>

Did you miss part ONE in our last issue? I would be happy to send it to you. <mailto:webmaster@profitstation.com?subject=part-one>

Terry Dean is the creator of the "Instant Internet CashFlow System" which will teach you how to develop a \$100,000 yearly Internet strategy, achieve Top 20 rankings on search engines, develop your own Hot Internet Products in 4 hours or less, and create an almost Unlimited Income through Banner Advertising... for more info, visit:
<http://www.profitstation.com/internet-cashflow.htm>

How to Reach Millions of People For Pennies Using Ezines (PART 1 OF 2) By Terry Dean

Daily, advertisers are making literal fortunes on the internet marketing their products or services. Then, there are others who spend thousands putting up web pages and not even making their original investment back. What makes the difference? How can you make sure you are a member of the first group instead of a member of the second?

I can tell you the answer to those two questions very simply: The Winners are Aggressive Marketers, while the Losers are Passive. What I mean by that is...the ones who are making money online are the ones who are constantly seeking out new ways of getting their advertising message out to the world. You cannot just put a web page on the Internet and expect that the entire world is going to come running to your door.

If all you do is put up a web page and then submit to a few search engines, you will get little IF ANY traffic at your site. Did you know that the average web site will get less than 100 visitors this year? That is pitiful...especially once you realize that it is a very simple process & low cost to get your site up to 100 - 1000 visitors daily. I didn't say it was Free, nor did I say it didn't take time. It takes a little money and some time to produce traffic, BUT every single reader of this publication is quite able to produce the traffic that they need at their web sites.

One of the most effective marketing methods online currently is that of E-EZines. An E-Zine is a magazine/newsletter which is produced online and emailed to a list of subscribers. It is usually Free and contains articles on many different subjects. For now, most are limited to just text (No Pictures), but those producing online E-EZines are experiencing unprecedented growth. Just like regular magazines, you can find E-EZines which are devoted to just about every subject you can think of. If there is a magazine about a certain subject, you can be pretty confident that there will be an E-Zine which is devoted to that same subject.

E-EZines are a virtual goldmine for everyone involved. The writers can create well-written and informative articles & email them to 1,000s of subscribers virtually for Free. The readers can receive this high quality information right in their email box with NO subscription Fees whatsoever. Advertisers in these E-EZines can reach a targeted audience for VERY LOW cost. E-EZines are definitely a WIN-WIN situation for everyone involved.

I want to take a moment though and make sure that you understand that when we are speaking about these E-EZines, we are speaking of a completely different subject from unsolicited bulk email (Also called SPAM). A major problem on the Internet lately has been that of unsolicited bulk email. Bulk email is when a person creates a list of email names (usually created from newsgroups, web pages, & chat groups) and mails all of them an advertisement for their product or service. In most cases, it is difficult to be removed from their lists and to many people this type of advertising is considered an extreme nuisance. Because many people hate bulk email, I am not recommending this type of marketing to you by any means (You could lose customers, lose your ISP, face legal problems, etc.). Please note that bulk email is too dangerous to your online business to participate in.

On the contrary, E-EZines are sent only to people who have subscribed to them. They do not offend the readers, will not get your server canceled, and they build your business instead of tearing it down in the eyes of the readers. Producing quality E-EZines, receiving E-EZines, and advertising in E-EZines is highly recommended for the success of your online marketing business.

I have no problem telling you that E-EZines are more effective for me than any other method of advertising online. Whereas for WebPages, people have to go to a search engine, click a link you have somewhere, etc., when you use E-EZines your advertising message is received right in the email box of your targeted prospects immediately.

Now that you have seen the power and the effectiveness of using E-EZines in your business, I want to cover with you the three major ways **YOU CAN PROFIT RIGHT NOW** from E-EZines. We are going to cover them from the easiest to the most difficult:

- 1) Advertising in E-EZines
- 2) Producing your Own E-Zine
- 3) Having your articles published by other E-EZines

ADVERTISING IN E-ZINES

This is the simplest way to start profiting from E-EZines right this minute! There are hundreds of E-EZines which you can submit your ads to for an extremely low cost...usually \$5 to \$45 weekly to reach 100 to 100,000

targeted subscribers. To use this medium for advertising, let's go through what steps I recommend you take to get started:

First, I recommend that you subscribe to some of the E-EZines, which are targeting your specific audience. If you are advertising a home business, look for home business E-EZines. If you advertise gardening, look for gardening E-EZines. Once you find a few, send a subscription request to the publishers. I recommend that you subscribe to the E-Zine before you advertise in it so you can get a basic idea of three things: 1) the kind of articles being written, 2) where the classified ads are being placed in it (Somewhere in the middle of the publication seems to work best), and 3) how to write effective killer ads for that specific publication.

To find a list of E-EZines to subscribe to (And possibly advertise in) search one of the major search Engines for free newsletter or a major listing of E-EZines is also published on my web site (Updated Regularly) at <http://www.bizpromo.com/ezinetrades.htm>

Step two: Write a Killer Ad for the E-Zine. After you have subscribed to various E-EZines, which reach your targeted audience, begin to examine the classified ads which draw YOUR interest. Just because E-EZines are an extremely low cost of reaching targeted markets does not mean you should ignore advertising rules. A poorly written ad can still receive little or no responses even when placed in a high quality publication.

For your classified ad, you should also use a two step process. Classified ads online (Just like offline classified ads) are too small to make a sale straight from the ad. Your classified ad should just produce Interest in the prospect so that they request more information.

I also recommend using an autoresponder for more information rather than a webpage or manually responding. Many people may question this suggestion, but the logic behind it is pretty simple. Autoresponders provide immediate information to your prospect without them having to do much. All they have to do is click on your autoresponder link and hit send. Then, your sales material is immediately sent right back to their email box (Which you notice is where they are already at - reading the E-Zine). Through an autoresponder, your prospect gets your sales material into their hands the fastest and easiest way possible.

To find an autoresponder for your needs, ask your webmaster or search on one of the major search engines for free autoresponders. (NOTE - Make sure that your autoresponder records the email addresses of those who hit it so that you will be able to send follow-up information to them later)

Watch For Part II

Terry Dean is the creator of the "Instant Internet CashFlow System" which will teach you how to develop a \$100,000 yearly Internet strategy, achieve Top 20 rankings on search engines, develop your own Hot Internet Products in 4 hours or less, and create an almost Unlimited Income through Banner Advertising... for more info, visit:
<http://www.profitstation.com/internet-cashflow.htm>

How to Reach Millions of People For Pennies Using Ezines (PART 2 OF 2)
By Terry Dean

2) PRODUCING YOUR OWN E-ZINE

I hope that as an aggressive Internet marketer you should be becoming I don't have to explain to you just how important it is for you to be collecting the email addresses of those who visit your web site. Dr. Jeffrey Lant has taught for a long time that we need to make at LEAST 7 contacts with a prospect to make a sale. If you don't collect the email addresses of those who visit your site, you have absolutely no way of sending follow-up information to them - Or making the sale for that matter.

A great way of capturing the email addresses of those who are interested in your products or services is producing your OWN E-Zine. All you have to do is place a small form box on your main site telling people that they can receive your Free Ezine and then describe what training information is provided in your E-Zine. A sample of what I am talking about can be seen on my main page at <http://www.bizpromo.com>

The cheapest way to set this up is just have the form send the email address directly to you and you collect them for your E-Zine, BUT I recommend getting a listserver for long-term use of your newsletter. Here is a short description of what a listserver can do for you:

* A listserver is a robot e-mail list program that manages new subscribers to a list as well as members who unsubscribe from the list. Subscribers need only visit a form based web page to join or be removed from the list or they can manually send a specially tagged message directly to the listserver. That's how easy it is. No database tracking and NO manual deletions. People can even subscribe to your list directly from your website!

* Sending a message to the list is as easy as it can be. You simply send a message to a special e-mail address with a password as the first line. You see, the listserver allows ONLY you to post to the list. You can post messages as often as you like. Simply put, if you can send e-mail, you can manage your own listserver.

* Your list can contain 10, 100, or even 10,000+ e-mail addresses. Want to know who is on your list? Easy, just send a message to your listserver and request a copy of the list. You will receive a neat and ordered list within moments in your e-mail box. It just doesn't get any easier to manage a massive in-house e-mail distribution list.

More information on Worldprofit listservers can be obtained at my web site at <http://www.bizpromo.com/Web/list.htm>

If you use a listserver for your E-Zine, all you need to do is place it's email address and subscription information in your ads or on your web page and it will take care of all the technical aspects of mailing to your list. That leads us to the next excuse people have for not producing a Quality E-Zine.

You might say to me as why you don't produce an E-Zine for your business, BUT I can't write an E-Zine. I am not a very good writer. Well, you know what, that is NOT a good excuse to not produce an E-Zine. There are numerous other E-Zine publishers who are quite willing to let you reproduce our articles (Leaving our contact information of course) into your newsletter. If you read an exciting article that you would like to include in your E-Zine which you have read in someone else's E-Zine, just email them and ask for permission to use that article. More often than not, you will find writers are all too eager to let you use any of our articles. It is part of the sharing concept which is helping all businesses to grow online. If you would like to use any of my articles or have information on past articles, email me at webmaster@bizpromo.com and I will be glad to let you use any article which has been in my E-Zine as long as contact information is also provided. Plus, in many cases, I am willing to edit my article to help you place exactly what you need in your publication.

Then, you can produce the publisher information you need for yourself along with taking care of advertising and even selling classified ads to others through your publication. What could be simpler?

3) Having Your Articles Published By Other E-EZines...

The reason I have placed this method of E-Zine advertising last is because it is the only one that actually requires you to be able to write the articles so it takes the most time. Just about anyone can write articles which relate to their business, but it will require that you research your subject in depth, prepare appropriately, and spend time writing a quality article which people will be willing to place in their publications.

When you write an article which you think will appeal to a certain publication's audience, submit your article to the publisher along with your contact information asking if it is appropriate for their audience and their E-Zine. You may find that it may take a few tries before one of the publishers accepts your article, BUT this is still a wonderful way of producing FREE advertising for your business. Again, in this arrangement...everyone WINS! You receive Free promotion, the publisher receives a Free high quality article, and the readers get the benefits which you have taught them for Free.

To produce and publish articles this way...Make sure that you are creating information that will be useful and effective for the readers of the selected publications. What are they interested in doing? What have you been extremely effective at doing? How is it done? Does this article help people produce their desired responses...more money, more sales, etc.? These are all questions you should be asking yourself before, during, and after your article is being written. In other words, make sure your article is EFFECTIVE and COMPLETE.

Don't look down on this method of advertising. E-Zine advertising (In All Three Forms) is quickly becoming the primary vehicle for building an online business...FAST! Placing classified ads can produce many low cost prospects (And Sales). Producing your own E-Zine will help you develop a customer list and stay continually on their minds. Writing articles for other publications can help you expand your business by reaching into new markets. So, what's stopping you? Get busy...And Build Your Business Online Now by email...with No Spam Included!

Terry Dean is the creator of the "Instant Internet CashFlow System" which will teach you how to develop a \$100,000 yearly Internet strategy, achieve Top 20 rankings on search engines, develop your own Hot Internet Products in 4 hours or less, and create an almost Unlimited Income through Banner Advertising... for more info, visit:
<http://www.profitstation.com/internet-cashflow.htm>

Create Your Own Ezine Traffic Machine By Terry Dean

How would you like to reach a couple of million people with your products and services...for FREE?

That is exactly what occurs when you start writing articles and submitting them to hundreds of ezines. Currently there are tens of thousands of ezine publishers online and almost all of them have one thing in common. They are all looking for good content to publish in their newsletter.

If you have good content (not a sales letter cloaked as an article), then you can be their savior. You can give them exactly what they need. Then, they will give you what you need in exchange. They will give you exposure for your business.

Every article comes with a resource box attached at the end of it. While your article should not be an effort to promote your business, your 4 to 6 line resource box should be an outright ad for you and your business. You are free to advertise your web site, your products, your services, or any affiliate program that you are a member of.

You may say to me that you are not a writer. Well, that just doesn't matter. What do you know about your industry? I am sure there is something you know. The writing style online is not that of English professors.

The best explanation of what is popular in the online world would be to define it as a "down home" style of writing.

Since the technology we are all using seems so impersonal, your readers are seeking someone who is real. You can write in a conversational tone. Below is a quick step-by-step system to writing your first article.

1. Decide on a topic.

You want to choose a hot online topic. What are people talking about on the news, in discussion boards, and in ezines that you are receiving. Look at the articles from some of the magazines in your industry to gauge where people's interest is at. You want to make sure that your article is covering a subject people are excited about.

2. Create a Title.

The title will make or break your article. A title for an article is just as important as a headline for an ad. If your title doesn't grab people's attention they will never read the rest of the article. If they don't read the article, they won't see your resource box. Write a minimum of 10 - 20 titles and then let your family or friends pick the most interesting one to use in your article.

3. Write 3 - 5 Major Points.

The key to making your writing easy is dividing up the content. Through creating these main points you can also establish a flow to the article. Using a step-by-step system will also help you stay organized in your mind .

4. Decide on the number of words...probably around 500 for ezine articles.

Most ezines publish shorter articles than what you see in magazines. The best number to plan for is to create articles that are around 500 words in length although some ezines may ask for a little bit longer of articles.

5. Divide up the number of words and create each section individually.

If you have 5 points, each one only gets 100 words. Once you add on a short introduction and a short conclusion, then you are at about 80 - 90 words per section. If you have 3 points, then each section will have around 150 words plus an introduction and

conclusion. It is easier to get started when you think of it like this. You don't have to write 500 words. You need to write 150 words.

6. Create Your Resource Box.

Give your contact info such as your name, email address, and web site. Then, give one or two benefit phrases, headlines you could say, along with web site links. You will receive your absolute best results if the benefit phrases coincide with the article you have just written.

7. Edit it.

Take a step back after you have written and prepared your article. Sleep on it. Come back to your article the next day and edit it. Rephrase sections that you can make better. Do a spell check. It is amazing what a short rest will do for the creative process.

8. Email it to ezine publishers with a short cover letter.

Find a large section of ezine publishers with their name and contact emails. Send it to them with a short personalized cover paragraph at the top. Personalization is a major key since most ezine publishers receive hundreds of these emails every day. You need to make your emails stand out of the crowd...

To find ezine publisher addresses, use databases such as: <http://www.homeincome.com/search-it/ezine/>

Also, pick up the names and email addresses of any publishers you currently receive mail from.

You can either send out the article and personalize it for each individual publisher or you can use a program such as MailKing which can send out personalized emails for you: <http://www.mailking.com>

Terry Dean - <http://www.bizpromo.com>

This article is an excerpt from the FREE E-Book "Unlimited Traffic: The Webmaster's Secret Resource to Tens of Thousands of Hits Daily" which can be downloaded for Free: <http://www.bizpromo.com/traffic.exe>

Building An Internet Empire...One Day At a Time By Terry Dean

Have you ever seen a new Internet marketer in real life trying to figure out what they should do first online?

They look kind of like a deer staring into the headlights of a truck barreling down on it. There is that look of wonder about what is supposed to happen next.

They were told that the Internet is full of possibilities and is a Goldmine for the miners who are rushing to take advantage of the gold in the hills. They want in on the action, but they can't seem to figure out a simple and basic game plan for getting started.

Helping these kinds of people get started online has been one of the primary goals in our business. To many would be Internet marketers, the Internet is full of possibilities, but precious little specific information to getting started.

So, below I am going to give you a 5 step plan for advertising your web site which you should follow every single day.

Never relax your advertising. Approximately 80% of your Internet marketing business should consist of advertising or learning new ways to advertise.

Sure, there are hundreds of other ways you could advertise your site and products, but these five are the most important ones to get started with. I could take any web site which I have designed and make it successful using ONLY these five techniques.

Consider them the 5 Advertising Habits of a Successful Internet Marketer...

1. Place an Ezine Ad.

The best type of paid advertising is ezine ads. So, part of my "prescription" for success is to place an ad in ezines at least 2 times a week if not more (if you want to build your business quicker, place an ad in a different ezine every day of the week).

Free advertising can be very powerful, but never neglect using the best type of advertising available online.

2. Participate in Discussion Groups.

Go to <http://www.forumone.com> right now and pick out ten to twenty discussion groups which relate to what you are selling. Then, bookmark them in your favorite places and begin to visit them every day.

Make it a practice to post to at least one of them every day. Don't just post an ad either. Participate in the discussion. Give and it will be given back to you.

3. Submit Your Site to One Major Search Engine.

Pick out some keywords for your web site and start looking at the pages which come up first on one of the major search engines. Look at the title, keywords, and text of the top sites. Then, create a similar mirror page which you can submit to that search engine.

Most visitors begin their web surfing at one of the major search engines. Why not let them start off at your site?

4. Make One New Contact a Day.

Send a personal email to a web site owner or ezine publisher asking to trade links or ads. Even better, ask them to do some type of Joint Venture or endorsement of each other. Never begin to think that the Internet is just a bunch of machines and that you push this button and that button to succeed.

Interact with real people and trade ads, resources, products, etc.

5. Do Something in the "Real World."

Don't forget offline advertising. Have some business cards printed up which you can hand out to people you come in contact with.

Send a letter to the editor in a magazine or newspaper. Send out a press release to your local newspaper, radio station, or a magazine in your industry. Just get started doing something offline to integrate in with your online marketing strategy.

There is my prescription for the beginning Internet marketer. Take it every day and begin to watch your little seedling of an Internet empire begin to grow.

Terry Dean - <http://www.bizpromo.com>
Brand New FREE E-Book "Unlimited Traffic: The Webmaster's
Secret Resource to Tens of Thousands of Hits Daily"
which can be downloaded for Free:
<http://www.bizpromo.com/traffic.exe>

Are You Wasting Your Time And/Or Money Online?

By Terry Dean

Most webmasters are...and they don't even know about it.

When businesses start having to make budget cutbacks, the first thing they cancel is their advertising. Why? Most of the CEO's will tell you it is because they aren't sure if their advertising is effective or not. They spend millions of dollars in advertising without knowing whether it is working for them or not!

Most of my readers don't have millions to waste on ineffective advertising.

But even if you aren't spending a penny on advertising, you may be wasting 10 hours or more a week using ineffective "free" advertising (all marketing costs you either money or time).

Top copywriters will tell you that just changing the headline on your sales letter can increase or decrease your results by 1800% or more!

If you're not currently testing every ad you place or every free marketing effort you spend your time on, you could be wasting thousands of dollars in additional profits. One ad may have brought in \$1,000 in orders...But if you kept testing, you may have been able to generate \$18,000!

Testing is one of the major keys to business success... online, by mail order, or in a retail environment.

There aren't any web gurus no matter what anyone tells you or whoever claims to be one. There are just real people who have tested every ad they have placed, every site they have designed, and every moment they have spent online. After doing this for years, you begin to know what works... and what just doesn't work.

If you are going to spend 20 hours marketing your web site this month, don't you want to know that it is working for you?

If you are going to be paying \$100 for an ezine ad, don't you want to make sure it is effective?

The only way to know for sure is to test and track everything you do online.

One way to do this is to use a CGI script to track all of your campaigns and to set up separate web pages for each of your ads.

Both of these methods are very effective, but they are also a lot of work...more work than most people are willing to do.

I even get a little lazy sometimes and haven't always used my OWN methods for tracking just because it took a few extra minutes to set them up. Yes, I know that sounds bad, but it is true.

Sometimes I have allowed myself to get so busy that I didn't have "time" to track my ads. This was a stupid thing to do, but I am sure you have made mistakes from time to time just like I have.

Well, I have found a solution for lazy tracking.

Mark Joyner, of Aesop Marketing Corporation, has come up with a tool called the ROIbot.

It is an ingenious, but simple solution to the online tracking problem. I wish I would have thought of it first, but I didn't.

Basically it works like this.

1. You sign up for a free account by going to:
http://www.roibot.com/r.cgi?R249_WG

2. You create a campaign.

Say for example, you will be advertising in an upcoming ezine. So, you create a campaign for this. You may give it the code "WG317" to stand for the Web Gold issue coming out on 3/17. Then, you enter the URL you want people to click to. Press "submit" and your campaign is created.

The ROIbot then gives you a simple web address that looks like this:
http://www.roibot.com/w.cgi?R249_WG317

If you click on the link above, it will take you to my main site at <http://www.bizpromo.com>

3. Then, you use that link in your ad and check on the results once your ad has been run.

By logging into your account you will find out how many clickthroughs occurred through your ad. If you receive hundreds, you know to keep advertising. If you get two, then you probably need to find a new advertising source.

I once advertised in an ezine that has 275,000 subscribers, but I only received less than 10 click throughs on my ad. Compare this to another ezine I advertised in which had 16,000 subscribers and actually had over a hundred clickthroughs and 21 sales of my product.

If I wasn't tracking my results, I wouldn't have known which ezine was effective for me.

What type of advertising Should You Be Tracking?

You should track all of your ads, but here are a few examples of how you could use the ROIbot to track your results.

1. Create a different campaign for each ezine you advertise in.

This way you can find out exactly how many clickthroughs you get from each ezine you are using to advertise your products (you will find even ezines which have good response rates don't pull well for certain offers).

2. Create two different headlines for a classified ad and run it two different weeks in an ezine which has proved responsive to your offer.

This will help you find out what is the best headline for your classified ads and even for your web site itself.

3. Create a different campaign for each discussion group that you participate in.

Find out which discussion boards are helping you build your traffic...and which ones don't help you at all. Where should you be spending your time most effectively?

4. When you send out articles to publishers, include a campaign ID in your signature/resource section.

Whenever someone online receives permission to publish one of your articles, you should be having them also list your resource box at the bottom. In it, advertise your site or product and include a campaign ID to find out how much traffic comes from article submissions.

Here is an interesting fact you will find out. When an ezine runs your article, place a classified ad the next week and notice the difference in results by using your ROIbot campaigns. You will find the article usually out produces the ad by three times or more.

5. If you create a free electronic book, use different campaigns to track results for affiliate programs you mention inside of the ebook links.

That's right. You can track the traffic you send to affiliate links. You can find out how effective your freebie ebook is at producing traffic and sales for your multiple streams of income.

You should be Tracking Everything You Do.

The ideas above are just examples of the kinds of things you should be tracking. Forget the notion of a "Guru" of online marketing who is going to instantly wave his/her magic wand over you to make you an instant success.

Successful Internet businesses are not created on a whim. They are created by finding the most effective tools and strategies for your specific product or service. This can only be done by using different methods and finding out exactly which ones work for you and your business.

No "Guru" has all the answers.
Only tracking has the answers!

Terry Dean is the author of Scientific Internet Advertising which will show you an incredible new Internet marketing system that makes you money even while you sleep.
Click here now for more information:
http://www.roibot.com/w.cgi?R249_WG10

Are Reprint Rights a Good Idea For Your Business? by Terry Dean

Are reprint rights a good idea for your business?

The answer is, "Yes" and "No."

I wish there was a simple answer to this question, but there really isn't. Buying the reprint rights to a hot selling product could be the deal of a lifetime.

You could end up with a product that already has a hot market ready to buy without having to do any of the research, creation, or ad writing. It could be the perfect opportunity. Or it might not be.

This same 'perfect opportunity' might be sold by thousands of businesses already...It could be outdated...and it may never have sold well in the first place!

So, reprint rights may be right or wrong for your business depending on a number of factors.

I have experienced both the successful aspects of reprint rights, and have been able to avoid most of the pitfalls...but not all.

I have created many of my own products such as the "Instant Internet Cashflow System" series of ebooks and our newest video course "Internet Publishing."

Even though I have created my own products, we have still used reprint rights licenses in many ways to either expand or generate new profits.

I purchased reprint rights to several products when I first wanted to market online. The early success I experienced through selling these products led to the business I am in today.

Doing a quick run-down of the office shows that we currently have reprint licenses on 23 different products. One of these products has 19 videos and 2 manuals in it. Another one has 24 audio tapes, 2 videos, and a manual.

Other products consist of electronic books only. There are advantages and disadvantages to each format. The primary advantage of an electronic manual is that it is easy to setup and sell and requires no fulfillment or shipping costs which can be major hassles.

The primary disadvantage of electronic books which no expert seems to like to discuss is that most

people don't like to read on their computer. They prefer to read a hard copy book, listen to an audio tape, or watch a video. Plus, it is much harder to show the uniqueness of an electronic book.

Both types of products (electronic and hard copy) have the unique advantages and disadvantages. I have been successful buying reprint rights on both!

So, I am speaking from a position of authority. Reprint Rights have been a part of my business from day one.

SECTION ONE: What Are Reprint Rights?

First, let's cover the different types of rights that are available out there on different products.

1. Affiliate Programs - Affiliate programs could be considered a form of rights, although a very basic one. Most of my readers understand exactly what an affiliate program is so I won't go into here. The advantage of affiliate programs is that they have little or no cost to get involved in.

The two major disadvantages are that you receive the smallest piece of the action from an affiliate program (10% to 50%) and that you will have thousands upon thousands of competitors. Always remember this, the cheaper and easier it is to start a business, the more competition you will have. Affiliate programs usually have no cost and no time involvement to sign up, so you can expect to have the most competition through them.

The advantage here is that the affiliate owner actually takes care of all the fulfillment, order processing, and everything else. So it is a great way to get started promoting products or to expand your product line. As I said above though, this could end up being a double edged sword. It is easy for you to sign up. It is also easy for ten thousand others to sign up.

2. Resale Rights - A resale rights are a little more involved. Usually when resale rights are involved, you pay an up-front fee and then you are given the right to buy the product at a discount. In some cases you buy the product wholesale and sell it retail.

In most cases though, you take retail orders for a product and then send the product owner a certain percentage to fulfill the order for you. This is often called drop shipping.

For example, you may want to sell a video set we have and offer to pay a resale fee of \$500.00. Then, you take orders for it for the full \$297.00 retail price. Every time an order comes in, you process the card and send us \$125.00. We then duplicate, process, and ship out the order. You would never have to touch the product. That is drop shipping.

You make much more money this way than an affiliate program usually, but you do a little more work. You take the orders and process them yourself. Then, product fulfillment is handled by the owning company.

3. Reprint Rights - This takes the product selling to another level. With reprint rights, you actually take over the whole process yourself and don't have to pay anyone else. All of the money is yours to keep. When an order comes in for \$297.00, you process, duplicate, and ship the order yourself. Then, you keep all of the money that is left over.

If it was an electronic manual you owned the rights to, then you would take the order and have digital delivery. All of the money leftover after processing fees would be yours to keep.

So the advantage to reprint rights is that you get to keep all the money. The disadvantage is that reprint rights usually have a premium price on them. For most products, you will pay 10 to 25 times the actual retail price of the product for reprint rights. Digital products usually are on the high end of the scale at 20 to 25 times the price, while audios and videos usually are closer to the 10 times value level.

So, a \$29.95 ebook will usually cost \$600 to \$700 for rights while a \$29.95 video will usually cost \$300 to \$400. The reason for the higher prices on the ebooks in most cases comes from the inherent dangers of reprint rights to the creator of the information.

As a product developer, it is much more dangerous to sell reprint rights to an ebook than to a video. Since a video is a hard product, there are costs associated to selling it (low costs of around \$3.50 per video plus shipping). Since an ebook has no cost in delivery, a customer could buy reprint rights to it and give it away for free or almost nothing.

For example: Just recently I looked at the online detective ebook (which is actually more of resale rights not reprint rights) and saw a price of \$4.95, \$9.95, \$19.95, and \$29.95 after looking at several different sites. All of them were offering the same product, but at vastly different prices.

Someone could buy reprint rights to your \$97.00 ebook and sell it for \$9.95 from their site...destroying your business in the process (if you rely on only one product). If it is a hard product such as an audio set or video set, they will be much more unlikely to do this type of thing since there are costs involved in distribution.

For the reprint rights buyer, owning a successful product can be an awesome start to your business or an expansion to your business if you can afford the extra investment required.

4. Master Rights - This is the ultimate type of rights to purchase for your product. When you buy master rights, you also receive the ability to sell reprint rights to other businesses.

This added benefit comes at a premium price. You will usually have to pay 3 to 5 times as much for the master rights as you do for reprint rights.

For example: Let's take a \$297 video set for an example. Resale rights may be \$500 (which gives you the ability to have it drop shipped for \$125). Reprint Rights may be \$2995 so that you could sell the product itself and keep all of the money. Master Rights would probably cost \$8,000 to \$15,000 so you could sell reprint rights at \$2,995 each in addition to selling it at retail.

Now, I hope that the above numbers didn't get you confused. They are just meant to be an example. All deals will be different based on the product and the creator's goals with it.

In most cases, you really shouldn't even be thinking of paying the premium price for master rights unless you know you have reprint rights buyers already lined up...or it will take quite a bit of cash flow from you for a while.

SECTION TWO: When Should You Buy Reprint Rights?

1. Buy Reprint Rights To Get Started Online.

I bought a low cost reprint rights license to get started online for the first couple of years. They gave me a good foundation to start with. The product was already done and I received sales materials to go with it (I couldn't write an ad worth a flip in the beginning).

You may find the same method will work for you?
There is one caution to keep in mind. Don't buy something just because someone says it is the best opportunity ever.

Avoid this type of hype when buying reprint rights. As a beginner, try to find a product you would want to buy yourself. Purchase the retail version first, try it out, then purchase the rights if you are still interested.

Owning a product that you bought rights to can give you a good start. You don't have to worry about writing ads at first or producing a product. You can jump in, get your feet wet, and start learning about online marketing. This first product probably won't make you rich, but it will give you experience for all of your later projects!

2. Buy Reprint Rights For Back End Products

You have your first product out. It is making money, but what about the backend? All direct marketers know the real profits of business do not come from your first sale to a customer. They come from continually selling over and over to the same customers.

You can expand your product line by purchasing reprint rights to high quality products. This will help you generate additional cash flow from your prospects and customers.

In many cases, this is the better direction to take than selling a product you bought rights to up front. One of the reasons that an author sells rights to his product is to generate leads for other products they sell. Very rarely, if ever, are you allowed to remove the contact info of a product you bought rights to. So, selling their product does generate other backend sales for them.

For this reason, most experienced marketers will purchase and use reprint rights for backend products.

DON'T BUY REPRINT RIGHTS IF:

1. You Don't Have a Market.

Don't buy a \$1,000 reprint rights package if you don't already have a plan in mind to sell it. Just because it is the most awesome book on the planet doesn't mean it will sell.

The best situation is when you already have a market lined up to buy from you, such as your own newsletter list or daily traffic at your site.

You should examine the product by buying a retail version. Then, figure a way to sell it. Then, buy the reprint rights. Finally, go for master rights once the reprint rights have started earning you a profit.

2. It is Outdated.

A lot of people don't offer reprint rights on a product until it is already outdated. Instead of updating it, they sell off reprint rights to unsuspecting buyers.

I made this mistake myself in one case and bought rights to a tape set which was badly outdated. It cost me \$2,000, but it wasn't worth even a couple of hundred.

I was speaking to another experienced Internet marketer recently and he told me that he bought an \$8,000 master rights package to a set of CDs when he first got started online. Little did he know at the time, the whole set was years old and most of the information on them were wrong now. It was a quick way to lose thousands of dollars!

3. The market is saturated.

This danger will only usually occur for one of two reasons...either rights are selling way too cheap and everyone is buying them OR someone buys rights to an electronic book and prices it at almost nothing.

This again comes back to the point that sometimes a bargain (especially dealing with reprint rights) isn't a bargain at all. The cheaper the rights are, the more likely the product will be offered everywhere and at too low a price for anyone to compete.

How to Find Resale, Reprint, and Master Licenses...

I have made references and have seen others make references that the easiest way to find reprint rights to products would be to do a search for "reprint rights" on the search engines. Well, guess what, I have never bought a reprint rights package this way.

Most of the sites that come up when searching for reprint rights aren't selling the types of products you should be buying rights to. If you could find them simply by using the search engines, then everyone else could do the same. You need to put a little more effort into it.

The mistakes I have made in buying reprint rights came from using the search engines to find them... every time. I was too desperate looking for rights and a hyped sales letter did the trick to finish me off.

Over half of my good reprint rights products were purchased because I was a customer already of the person I was buying from. I knew they had good products which I could sell.

Several of my products were purchased by directly soliciting the owner of them. They wouldn't have any posting on their site about rights, but I would send them an email and offer them cash of \$1,200 or so (whatever I thought I was willing to pay). They would usually think about it and email me back a counter offer.

Some would outright reject the offer. So, what. It didn't hurt me any. For those who countered, I either paid the counter price or went into more haggling on price.

I have also heard of other methods. For example, I have heard Ted Nicholas say that he has called up publishers of older books and asked for license rights to them. Sometimes if it is a book they are done with, they would sell rights for as low as \$300. It all depends on what they want.

If you make an offer, all you can receive is a yes or no answer. So, go ahead and make an offer to people. If your offer is high enough, the greed factor might step in and bring you the rights even if they never thought about it before.

Also mention to them that you will leave all information on the product exactly as it is, so they will receive more leads for other products they sell. Their name will be published all over the Internet by you. So, they may receive additional advantages of selling to you besides the up-front cash.

NOTE: You can see our most recent reprint rights package right now by emailing <mailto:reprint@bizpromo.com>

Terry Dean is the author of Scientific Internet Advertising which will show you an incredible new Internet marketing system that makes you money even while you sleep. Click here now for more information:
http://www.roibot.com/w.cgi?R249_WG10

Applying Psychology to Internet Marketing By Terry Dean

The best advertising writers are those who have some knowledge of psychology. We are not dealing with "new" people online. We are dealing with the same people who have the same desires they have always had. The same approaches that worked one hundred years ago will also work today. Don't forget that. Advertising mediums change. Effective advertising does not, because effective advertising is based on a knowledge of human nature.

Remember the first principle of advertising. Your prospects are inherently selfish. They will ask one question of everything your web site does, "What's In it for Me?"

That is the first question you have to answer with your web site. It has to tell and show your visitors what's in it for them. What would they get out of ordering from your site that isn't available anywhere else?

Below are four aspects to the human make-up which you can and should use throughout your Internet advertising.

1. Curiosity is a powerful motivation.

Just about every information product you see advertised has the word "Secrets" in the ad somewhere. People are afraid to miss out on something. They are curious to find out just what those secrets may be.

Use this to your advantage. With information products, I love to write the sales letters so that they hit on the curiosity hot button. You can take advantage of

this factor of human nature by providing some of the results which were achieved through your information system, but not actually revealing what the system specifically is. You will notice that I do this a lot in the bullets that I create to go in the sales letter. They will tell you that there are 3 insider secrets to _____, but they won't tell you what the 3 secrets are.

The purpose of this is the pull on the curiosity of the reader...and cause them to order.

2. Extravagance at a bargain price.

People want to keep up with the Jones'. They want the absolute best, but they want to feel like they got it at a bargain price. No one wants to feel that they paid too much for anything. So, you need to give them an impressive value at a bargain price.

In many products and cases, this simply boils down to explaining the exact process it took to create the product. For example, with an information product, it may have taken you 5 years of research and \$20,000 in testing to come up with the information in this product. If so, tell them about it.

When your company builds a widget, it might search the country for the best wood available. Half of the wood in the factory is rejected. You have over 60 people who actually work on the wood to create the product you sell (in the ad itself you would tell people what many of them do), and you may have 5 people who put it through a strict 13 step test to assure it's quality.

Even if all of your competitor's go through the exact process you do to create the product, it will still be effective for you to tell the story to your customers. This is called preemptive advertising. The person who first tells the story is the one who garners the trade. Anyone else who seeks to follow them ends up looking only as a copycat, not the originator of the system.

Once the customer understood the value involved in the product, they were glad to be able to purchase it at such a bargain price.

What process does your product go through that will add a value to it in your customer's eyes?

3. Fear of Failure and of Making the Wrong Decision

This is the biggest barrier that we have to overcome throughout the selling process. People are afraid they are going to make a bad decision in buying your product. They are afraid you are going to rip them off and not provide them with the product they are expecting.

Everything that you say as an advertiser is immediately looked at with a grain of salt. People have been lied to before when it comes to advertising, so they look at your ads wondering if you are any different. Unless you find a way to overcome this fear of "being taken" in your prospect's eyes, you are not going to close a majority of sales.

There are basically two aspects to overcoming this resistance. The first way is by presenting and adding credibility to your ads. Credibility is produced through your "proof" and through the testimonials which you provide. It is often said that salespeople without testimonials have skinny children. It is next to impossible to build the credibility you need in the eyes of your prospects without testimonials.

The second way to overcome this resistance is by giving a risk free guarantee or a better than risk free guarantee. Let your prospects know that they can return the package for any reason. Plus, give them several bonuses in the package which they can keep even if they return the package for a full refund.

An even better method of overcoming this buyer's resistance is by allowing them to try out the package for free, and having them pay for it at the end of the trial period. Which one you rather buy from? Would you rather buy from the person who gives you the horse to try out for a week and allows you to pay later...or the person who requires up-front payment?

Think about ways where you can overcome the buyer's resistance by offering a more risk free proposition than all of our competitors.

4. Exclusivity

People like to get a "special" deal which is made just for them. They like to be told that they are special. They like to have their names mentioned. They like to have their names

engraved on the objects that they purchase.

I have learned how to apply this factor to my own sales. I run a subscriber only special to my 30,000 ezine subscribers now once a month... People love it. They are getting something for a special price or with a special bonus that isn't available to the general public. They are getting it just because they are one of my newsletter subscribers.

All successful Joint Ventures are also based on this element of exclusivity. A special deal was created with the list owners partner ONLY for their customers. No outsider can participate. The list owner cares so much about their list members that they negotiated to get them this special price or special deal. These endorsed types of mailings have been known to produce sales rates as high as 10% - 20%...which is completely unheard of in any other venture.

"FREE" without an understanding of the value is actually dangerous.

Along the same lines, the word "FREE" is actually being overdone online. To some people it appears that everything is free online. Using the word "Free" without explaining the actual value involved does not profit you according to final sales figures.

When you are giving away a freebie from your site, it isn't your goal to just attract visitors I hope. You are not after freebie seekers. Your final goal should be to sell more of your products and services to your visitors. This is not accomplished through just handing out the most freebies.

This is accomplished through explaining the value of your products and services...then offering the freebie. Claude Hopkins recorded that even back in his time you should never offer a sample to anyone unless you have had the chance to tell them your product story. Unless you have actually had a chance to show them the value of your offering, it could possibly diminish the value of your actual product.

Tell your prospects the actual value of the freebie. Then, tell them "why" you are offering it free. If you just listed the value at \$97, but never told them why it was worth \$97 or why you are giving it to them

free, then your statement is worthless. You must both explain why the free product is worth \$97 and why you are giving it to them for free. Tell them that you know letting them use it for free will get them hooked and that they will keep coming back for more. Tell them why it is free...or don't offer it at all.

This is why there is so much confusion online concerning giving freebies away at web sites. Some experts recommend giving away freebies. Some recommend that you don't give anything away. It is all a matter of understanding and showing the "VALUE" that you are giving away for free...and if it brings your visitor back to order from you. The ordering process is what you are after.

Remember the marketing statement,
"Tell me why, and then I'll buy."

Terry Dean is the author of Scientific Internet Advertising which will show you an incredible new Internet marketing system that makes you money even while you sleep. Click here now for more information:
http://www.roibot.com/w.cgi?R249_WG10

A New Bag of Fresh Ideas for Every Internet Business by Terry Dean

Every Internet business needs to come up with fresh ideas to drive more traffic to their site, increase their sales, and multiply their profits.

Too often, we get in a rut in our Internet businesses. We keep doing the same things every day even when they aren't working.

My definition of insanity is someone who does the same thing over and over again and expects to receive a different result.

Many people believe that there are only so many different ways you can market your products or services, such as: banner advertising, search engines, classifieds, etc.

How do you expect to come out ahead of the competition if you are going to limit your business to what other people in your market are already doing online?

Every multi-million dollar Internet business has one thing in common. They all came up with a new and fresh idea for creating an e-commerce site that stands out in their industry.

For some it was becoming the World's Largest Bookstore like Amazon.com. Others choose to spend their time organizing and indexing web sites like Yahoo.com. Another company named Ebay created the largest auction house in the world.

Each leading web site had one thing in common. They came up with a fresh idea for helping Internet users find what they are looking for. They found out what frustrations people had and came up with solutions for them.

Yahoo was originally started by two young college guys who wanted to make the Internet easier to use by indexing and categorizing the sites they found. This idea eventually evolved into the portals that we see everywhere today: Infoseek, Alta Vista, Hotbot, Goto, etc. Guess which one still gets the most traffic? The first is still the best.

If you are out to create little wealth for yourself and your family, then an affiliate program may be the way to go. They can be a good start for the beginning web marketer. You get to learn how to make money online while being taught by experienced Internet marketers.

You will have to step over to the next level when you want to start developing some real profits from your Internet business. You will need to come up with your own fresh idea.

Don't tell me it can't be done. Remember, Yahoo was not created by a large corporation. It was created by college guys. What Internet trend are you about to create or what Internet trend can you cash in on?

It's funny. Most million dollar plus Internet businesses are not the creation of the major corporations. There are a few to be sure, but the majority of them were originally started by one to three people who just came up with a better way of doing things.

They all started as a fresh idea. Then, they evolved into a system and a web site. Then, as the site grew, they would quickly become the target of larger companies willing to buy them out. Overnight, after months or years of work, the creators become millionaires.

This type of scenario happens every day online. Don't tell me it won't happen to you, because it could. It can only happen if you become one of the Idea generators instead of just the Idea followers.

I want to reveal two simple secrets of success to help you learn how to generate your own fresh ideas.

Step One: Pay Attention.

You need to start paying attention to what is happening around you. Every story you see on the news is a potential idea for a web site. If the public is interested in a subject, it shows you have a market.

One thing that I have found common in successful direct marketers is that they all pay particular attention to the news. You will find that the ones who are successful are the ones who have spotted the prevailing trends inside of a market.

I created my own news page to keep track of the top news stories. You may find that my page is also helpful for you in this area:
<http://www.bizpromo.com/news/index.htm>

I used ISyndicate to deliver daily news from Time News Daily, The Web Guide, Web Development, News: E-Commerce, Wired News: Business, and CNET: Computers. A little further down you will find the hottest CNET Downloads. The hottest message boards and discussion groups online are also linked daily from this page.

Start spending time watching the world around you. What trends do people keep talking about? What types of frustrations are people experiencing? What is the hot news of the month?

If you go to the bottom of my News page, you can track and see what message boards and discussions groups are hot. Jump into some of the discussions and read what people are talking about. What are they frustrated with online? Where are the potential opportunities?

The most successful entrepreneurs aren't always the brightest, the most educated, or the most likely candidates, but they are people who learn how to spot opportunities.

Learn how to ask questions of your visitors. Take polls. Put a form on your site for people to leave their comments. Find out what your targeted market is looking for. Then, give it to them.

Step Two: Learn How to Relax.

Something that most people have yet to realize when it comes to developing fresh ideas is that they usually don't come while you are actively working. They come later on while you are playing golf, doing your hobbies, or in the shower.

Too often your mind is plain too stressed out and worn out to come up with solutions while you are at your desk or on your computer. If you want to develop fresh new marketing ideas, you are going to have to learn how to relax.

The most successful marketers are usually those who have learned the right balance of work and relaxation in their lives. They actively work on their business and then while they are away from their business they let ideas come while they are doing the things they love.

You should always keep a notebook handy for this very reason. After you have thought about and studied what types of Trends and frustrations people are experiencing online, you never know when that winning idea may come to you. It could come when you wake up in the morning, on the golf course, or wherever you go to relax.

If you actively prepare yourself and allow yourself to relax, you are giving your mind what it just may need to come up with that next fresh idea to take your business to the next level of profits.

Terry Dean is the creator of the "Instant Internet Cashflow System" which will give you a roadmap of how to develop a \$100,000 yearly Internet strategy, achieve Top 20 rankings on search engines, develop your own Hot Internet Products in 4 hours or less, and create an almost Unlimited Income through Banner Advertising. Terry Dean - <http://www.bizpromo.com>

"Unlimited Traffic: The Webmaster's Secret Resource to Tens of Thousands of Hits Daily" which can be downloaded for Free: <http://www.bizpromo.com/traffic.exe>

5 Lessons Every Internet Marketer needs to learn from Direct Mail Experts...
By Terry Dean

I am an avid information "glutton." I have read most of the marketing courses out there, and have gotten ideas from almost every one of them.

Too many Internet marketers are limited in their viewpoint. They only want to read and see information which has been produced especially for the Internet. Well, I have news for you. I have learned more about Internet marketing through mail order and direct mail courses than I have through 90% of the Internet marketing products out there.

Mail Order has prospered for decades and it still continues to prosper even during the Internet revolution. You still receive sales letters in the mail. You still see ads through magazines you are reading. If you will open your eyes you will see that the "Death" of mail order has been greatly exaggerated. It is still alive and well on planet earth.

Mail order has withstood the test of time and can teach you how to create a profitable Internet business...if you let it.

Mail Order Lesson #1: Everything isn't profitable to sell by mail.

You will see many people online who are trying to sell products that could have never made it through a mail order approach. The sales letter is too poor and the concept behind the product just won't fly. Plus, many of them are trying to sell products which can be picked up at any local store such as Wal-Mart.

These types of web sites would never have stood a chance if they tried mail order. The expenses that went along with it would absolutely destroy their business - the postage, the ad costs, the fulfillment, the order lines, etc. They have chosen a hard road to travel.

The reason they have never realized that they have picked such a hard product to sell is the fact that they have never compared it to a mail order approach. Through the Internet and the free advertising available online, they are able to make money from even the most difficult products and the worst sales letters.

Even though they are making some sales through free advertising online, what they don't realize is that their time could be used much more productively by selling the "right" product to the "right" market. They could be making 10 to 100 times as much money by putting forth the exact same amount of effort if they had applied a few mail order ideas to their Internet business.

How does a mail order business choose the right product? The first test they put it through is that it must not be available reliably locally. It shouldn't be something people can run down to the store and pick up. It should be something unique or something that can be presented in a unique way (if it is available locally).

The second test they put it through is that it must be easy to target the best potential prospects and buyers. People do not start mail order businesses and try to sell to everyone. They would go broke. The product needs to be something that appeals to a specific niche market (such as gardeners, model train owners, mothers, etc.).

Mail Order Lesson #2: Target Your Specific Market.

Successful mail order and direct mail businesses target their market like a laser. They don't just go through the phone book and try to send a letter to everyone listed. They seek mailing list managers who can help them find specific lists of people who:

- * Have Money.
- * Bought a Similar Product by mail.
- * Spent The Same Amount or More.
- * Did all of the above recently.

They go after buyers of similar products. In other words, most successful mail order companies don't create a product and try to find people to buy it. They find people who WANT to buy something. Then, they create something to sell them.

Most Internet marketers have the process backwards. Creating a product and then trying to find people to buy it is the HARD way. Finding people who are ready to buy and then selling them what they want is the EASY way. You may be able to make money the HARD way, but why should you when you could be making so much more money the EASY way.

Mail Order Lesson #3: Use a Proven Sales Process.

Too many people have jumped on the Internet bandwagon and have led us to believe that anything goes online. "You never know what will work," they will tell you. The way some "experts" talk you would never be able to figure out what creates successful Internet businesses.

Well, I have news for you. People have been selling products and services by mail for decades now, and every single one of them has something to teach you about creating a successful sales process. Some will teach you what to do. Some will teach you what not to do.

The same rules which have applied to mail order advertising still apply to Internet advertising. For example:

1. Mail Order advertisers have told us for years, "The more you tell, the more you sell." Yet, Internet advertisers have tried to tell us differently. They have said people won't read long copy online. They have said people are too educated to be convinced by a sales letter. They have said that you don't even want to use a sales letter on your site. Guess what? THEY are wrong.

The mail order advertisers had it right...after decades of testing their hypothesis again and again. People will read long copy. People just won't read boring copy. If your sales letter educates the customer and tells them more than the competition, then you will make sales online. Good effective ad copy still works today just as it always has.

2. Mail order advertisers have told us to use a headline on every sales letter. Yet, Internet "experts" have forgotten to tell us to use headlines on all of our web pages. No mail order marketer would even consider sending out a letter without a headline. So, why would you even consider having a single web page without a headline?

Mail order advertisers have also taught us an easy method of increasing our response rates by an immediate 27%. All you have to do is put quotation marks around your headline and your response rate will immediately go up, because people believe the quotation marks show that you are saying something extremely important.

3. Mail order advertisers have told us to write our sales letters like we are writing them to our best friends. Internet "experts" have told us to present a more professional appearance. Sales Letters which have been proven to work time and time again are those which are written in a friendly tone. They use underlining to emphasize key points, short words, short sentences, and a personal signature in blue coloring at the bottom.

This same process of writing winning sales letters still works online. You don't want your visitors to think of you as a big corporation. You want them to get to know you personally and to bond with you. Then, once they know you, they will buy from you.

Mail Order Lesson #4: Keep Detailed Records Of Everything.

A successful mail order business is always testing everything that they do. Nothing is set in stone until it has been proven in the marketplace. They track how much they spend for ads, how many people respond, and how many of the responders actually purchase their products or services.

Every new ad will be tracked in the exact same way. If they don't keep the records and haven't done their math, they won't be in business for long. Just because much of Internet advertising is currently free does not give you any excuse for not tracking even more specifically.

Mail Order Lesson #5: Develop a Control and Keep Testing It.

When you hear mail order advertisers talk, they always speak of a control piece. This is a scientific word which refers to the sales piece which has already been proven to sell. The goal of every mail order business is to continually test this control document and try to outsell it with another piece. Then, once they find a piece which has been proven to outsell the first one, they will replace it as the new control. Then, the process of competition between the pieces begins again.

Do you have a control web site for your product? Have you tested a web site again and again to prove whether it is effective at selling your products or services? If not, then as soon as you are finished reading this manual the first time, start testing your piece.

Once you have a site that is making sales, then it is time to create a mirror page where you make some minor changes such as a new headline, a different picture, a different price, etc. Then, test that new page in the same type of medium as the first page. Compare the results. Then, test some other sites.

You should never be completely finished in testing your selling process. There is almost always a way to make it sell a little bit better. Think about the difference in profits if you find out that a certain product sells better with a \$10 higher price. What if you sell twice as many by dropping the price 10%?

The marketers who are usually talked about as "Geniuses" are not any such thing. They are just people who have tested every possible method until they eliminated everything that didn't work. All they are left with is the BEST way to sell their products or services.

Written by Terry Dean... Visit us today at <http://www.bizpromo.com>
Pick up your Free Unlimited Traffic E-Book containing over 50 Traffic
Tips you can use today to get more traffic and sales at your site...
Click here to download: <http://www.bizpromo.com/traffic.exe>

5 Internet Myths Still Floating Around by Terry Dean

You would think that some of the old Internet myths would just die off with the growth of Internet commerce, but some of them just won't die. Even though you can't ignore the growth of online commerce, businesses still believe some of the exact same myths that were started years ago.

Let's put an end to some of them here and now...

Myth #1: No one is making money online.

This myth has been around as long as the Internet as existed. The truth is that a lot of companies are earning incredible profits online. Some of them even become extremely profitable within 6 months of being online.

An independent study has reported that 30% of Internet businesses are currently earning money. This is an extremely large number considering the fact that the Internet as a whole is still in it's infancy. Wait to see what kind of results are going to be produced in the coming years and decades of e-commerce.

Myth #2: If you build it, they will come.

This is opposite of the first myth. You have one side who believes no one can make money online while the other side believes all you have to do is a

set up a web site and rack in the dough. This concept may have been a good basis for a movie, but it is completely inadequate for Internet marketing.

If you just sling together any old site and put it up on the web, you are going to quickly turn into one of the people who believe the first myth about the Internet. Marketing online is no different than any other type of marketing in this area. You have to plan your business, design good marketing materials, build relationships with customers, and learn how to sell more to your existing customers.

If you build a well designed, well thought out site and promote it, they will come. If you just build it, it will just sit there.

Myth #3: You need fancy graphics to catch your customer's interest.

Fancy graphics are not essential for online sales. If your graphics are so detailed that they take too long to load, they will even cost you sales. Most people are still connected to their Internet using basic modems and graphic intensive sites often take too long to load for most people's attention span.

This is not to say that you can just use cheap graphics. Use quality well designed graphics on your site, but keep them to a minimum. The key to online sales is showing your customers the benefits of your product or service. It is not in just having a gorgeous web site with dozens of pictures.

Myth #4: Internet consumers are so sophisticated that ad copy doesn't matter anymore.

Yes, Internet consumers do see through the hype that many people try to push off as ad copywriting. This does not mean that you can just put together string of words and a couple of pictures and hope people buy from you. If you want to have customers constantly purchasing products and services from you, you have to write ad copy which shows them the BENEFITS of your product or service.

The key to ad writing is to show your benefits, not just your features. You can't just tell people a bit about your product. You need to let them know exactly what it will do for them. You need to help them get as excited about your product or service as you are. Ad copy does make a difference online.

If you don't currently have a headline on your web site, get one immediately. Ninety-five percent of web sites you visit won't have one, but yours can. Then, list multiple benefits your visitors will receive for staying at your site. If you don't let them know what they will get out of your site immediately, then they will leave your site as quick as they entered.

Myth #5: You can find anything and everything online for Free.

A lot of people think that they can get everything they need in their business for free online. This just isn't the case. The old saying, "You get what you pay for" does apply to the Internet as well.

For example, free web hosts will end up costing you money in the long run. People don't look at sites that are hosted for free in the same light they do ones which have their own domain name. Whether it is true or not, free web hosts don't give the same sense of stability to the consumer that your own domain name would. Plus, you will often experience a host of other problems.

This concept will apply itself to many other areas as well. Many software programs out there will help you automate your online business, but they do cost money. Many information products will help you build a better business, but they do cost money. Always look at everything you do online with this purpose in mind. Will the product, service, ad, web hosting, etc. cost you or make you money in the long run?

Terry Dean is the creator of the "Instant Internet Cash Flow System" which will teach you how to develop a \$100,000 yearly Internet strategy, achieve Top 20 rankings on search engines, develop your own Hot Internet Products in 4 hours or less, and create an almost Unlimited Income through Banner Advertising... for FREE info, visit:
<http://www.profitstation.com/internet-cashflow.htm>

3 Step Method for Picking the Perfect Online Business By Terry Dean

If you are always desperately seeking for an "edge" to make your business successful online, then you are probably in the wrong business.

There are two experiences which have prompted the writing of this article. The first is that I have been consulting with both unsuccessful and also very successful Internet entrepreneurs lately. I have also been studying some of the most successful multi-million dollar Internet businesses which were started on a shoestring.

The companies I have been reviewing were not the ones which received millions of dollars in venture capital to startup. It would be hard to judge what works online by looking at them as they usually just try throwing money at their problems instead of coming up with solutions to their problems.

The companies I wanted to study were those that started with \$5,000 or less in capital...some with less than a \$100...but that earned a million or more within one to three years.

What I was looking for in my research was the key to selecting the "perfect" online business. What I found was the same thing that I suspected all along. Everyone of the Internet millionaires picked something they LOVED doing...and then worked around the clock to create and promote it.

Not a single one of the companies I looked at was purchased or given to the owner as a "pre-packaged turn-key" business. They were ideas and interests that the owner loved and created for themselves.

Most of the businesses used the same tools and techniques to promote themselves...such as opt-in list building, effective web design, press releases, affiliate programs, banner advertising, etc.

Note: All of this type of information can be taught to you in detail in the Instant Internet Cash flow Program at <http://www.allthesecrets.com>

They didn't just have all of their Internet marketing ducks in alignment though, they also had something else. They had PASSION for their subject and an idea for their site.

The right Internet idea can make your business successful. The right Internet marketing techniques can make your business successful.

The right idea combined with the right techniques could make you a millionaire.

Below I am going to give you an easy three step system for coming up with your potential million dollar idea. What may be the perfect online business for someone else may be a never-ending nightmare for you.

So, the first step in a successful business is to choose the right one.

1. Make a List of Your Hobbies and Interests.

Start off your Internet quest by making a list of your hobbies and interests. If you love sports, then write that down. If it's hard to pry you away from the garden, list it. If you fish every non-working moment, then you have a project to put down on paper.

List everything you enjoy doing at this point in the game. You will work on and eliminate some of the ideas during the next two steps. Right now, you just want a list of possibilities no matter how unlikely they may seem.

As I already explained above, the businesses which made their owners millionaires were things they were passionate about. Some did sites on video games. Others worked on fishing. If it is a hobby or an interest to you, then you can pretty well expect that there is going to be a large number of similar minded people out there.

2. Visit some of the Major Sites in Each Area of Interest as a customer.

This is important. Visit the major sites as a customer, not as a competitor. Pick up some magazines in your area of interest and look through them for web sites that you can visit. Do a search using Yahoo to find some of the best sites (if they are in Yahoo at least they get some traffic).

Sign up for any opt-in lists they have. Read through their online content. Buy something from them. Do you experience any problems as a customer? Is there something on their site which is missing?

Take out a notebook and make notes on your experiences. What do you wish they had available to you as a customer? Throw out any ideas on whether you can create it or not. In most cases, if you can conceive it online, there is a way to accomplish it.

Make a wish list of what these major sites are missing for their customers. Part of your plan will be to provide some of the same basic materials, but to also fill in the gaps which they may have left out.

3. Narrow Your Business Idea Until You Can Be number one, two, or three in market.

To make the same statement in another way...

Don't compete with Yahoo.

You'll lose. Disney has found this out with their Go Network. They have lost close to a billion dollars trying to compete with Yahoo as the online portal site for the masses, only to come up short.

If you are trying to create portal site, don't create it for the average Internet surfer. You will find yourself coming into competition with major corporations who have billions of dollars to spend in beating you out.

If you are going to create a portal site, create it for a specific market. Make it a vertical portal site. Create a portal site for fishermen, business women, teenagers, etc.

Then, look for your competition. If your competition in one market is so strong that it is difficult to be the number one, two, or three web site, then focus even more specifically.

For example, if there are already 5 web site portals which focus on business women, become even more specific in your market. Focus on working mothers, African American business women, or single business women. Keep narrowing your market until you know you have a good opportunity of being one of the major sites in that market.

If you wanted to do a site about fishing and notice there were already 20 major fishing sites out there, then narrow your focus. Instead of focusing on all fishing, focus on specific types of fishing, fishing vacations, deep sea fishing, high end fishing, etc. You could also focus on fishing in a specific area (then you would receive a lot of free publicity in your area newspapers).

If your primary market is everyone, you will find that everyone is very difficult to target and sell to. If you can target your market very specifically, you will find it is much easier to reach your customers.

Once you have your market narrowed down, then you are ready to start building. That is a subject of another issue though.

Or you can go right now to the Instant Internet Cash flow System to learn the Internet marketing aspects of your new business:

<http://www.allthesecrets.com>

Written by Terry Dean... Visit us today at

<http://www.bizpromo.com>

Pick up your Free Unlimited Traffic E-Book containing over 50 Traffic Tips you can use today to get more traffic and sales at your site...Click here to download:

<http://www.bizpromo.com/traffic.exe>

11 Rules For Highly Responsive Web Sites!

By Terry Dean

If your goal is to make money on the web, then you have to read through this entire report. I have included 11 rules you need to follow if you are serious about building an online business. Break these rules at your own peril.

Note: This report is an excerpt from my new course, "The Instant Internet Cash flow System" which you can purchase online and be reading within 60 seconds of ordering. If you would like to learn how to create a web site that consistently makes money online, go to <http://www.allthesecrets.com/ic/a100z/index.html> Now!

1. Provide Quality Content.

Even though you are not trying to produce gobs of content for your site doesn't give you any excuse to not provide good quality information at your site. If all you provide is a sales letter with ZERO content, then your site will most likely do very poorly.

You need to have at least one or two free reports which are of extremely high quality and lead back to your main sales letter. People are running on information overload on the Internet... and one good report is worth more than 100 average ones.

The first thing you need to do for any site once you have decided on the lead product is decide what you will use for a FREE traffic generator. Think about it for a while and then create some type of traffic generator which relates directly to your product or service.

If you choose to use a free report, which is the easiest and most popular way to provide free content, then make sure it relates to your product or service. If you sell search engine submissions, then your free report should be about how to rank high on search engines. If you sell an information product about dogs, your free report should be a training tool to teach the dog something: how to house train your puppy, how to choose a new puppy, etc.

Often for information product the best tool you can use is to give a chapter of your book or report away for free. It interests your audience and gets them wanting to know more...so they have to buy the book!

Think about something that applies to whatever you are selling and give it away as a free report on your site to give credibility to your sales letter.

2. Include a Form on Your Main Page to Collect Leads.

If you think that most of your customers will buy the first time they visit your site, then you have another thing coming. Very few people buy on their first visit. The best strategy for making sales online is to capture your prospect's email address...or even the phone number or mailing address.

The key to all Internet profits is follow-up. Do whatever it takes to get your prospects to at least give you their email address. Give away a free weekly newsletter on your subject or offer a free report on an automatic follow-up auto responder.

Offer something of value for free to anyone who fills out the form on your main page. My favorite secret tactic is to offer a free report which is on an autoresponder such as <http://www.zinfo.net>

Why the main page? It is because it works. You will find that some people will even respond to the offers you have on other pages of your site back on your main page. You will get at least double the results on your main page over any other page in your site.

3. No more than 7 choices on any page...including your index.

Two concepts have to be covered here. First of all, everything on your site needs to be focusing on ONE theme. The most dangerous thing you can do on any web site is offer dozens of unrelated products or services. You can forget the notion that you can be successful online by just creating a web page which links to a dozen different affiliate programs. It won't work!

Secondly, you need to limit the number of choices you offer your prospects at any point or time. People are easily confused online by the multitude of choices everywhere. You have to make it simple for them at your site.

Offer only a few choices even from your main page...7 or less. The person with the most links doesn't win. The person who leads his prospects to a buying decision wins. Don't give your visitor any excuse for getting lost in your site and never making the final buying decision.

Keep the choices to the minimum of what you need for the best results. Can this rule ever be broken? Yes, it can if you use extreme caution. On one of my sites I have dozens of links on the main page. This is because I am using a little bit of a different strategy there. My goal at that site is to get people to subscribe to my newsletter...and then I will follow up on them with my newsletter every week bringing them back to my site again and again. I have more than 30% of my visitors returning 8 times or more to my site.

If I was out to make maximum sales as quick as possible for an instant cash flow, I would not have designed this page at all. On my other sites you will find I limit the number of links to a much lower number and I focus my prospects in the direction I want them to go.

4. Focus on ONE product or service up-front.

Have one primary purpose in mind for your site. Although you may have 12 different streams of income being produced all from one site, try to focus on one primary product first. What is it that you want everybody to buy first at your site? What is it that everyone buys first regardless of what you want?

Make sure your site has a focus....what is it that you want to do most?

- * Subscribe them to an Email Newsletter.
- * Collect leads for direct mail.
- * Buy a low cost intro product.
- * Go for the big sale up front.
- * Have them use a Free Service so they keep coming back.

Although you can mention other things...make sure you have a primary focus on your site of what you want people to do. Then, after people purchase their first product from you, keep their email address and offer them special incentives to keep on purchasing other products or services from you in the future.

90% of Internet Businesses forget to do this...keep in contact with all of your previous customers because it is 16 times as easy to sell to an existing customer than to go out and find a new customer.

Whenever anyone purchases anything from me anymore, I will automatically add their name to my address book in Eudora. Then, when I run a special later on, they will be the first ones to get a shot at it.

5. Graphics need to be professional, but kept to a minimum.

When people visit sites in 1999, they expect the graphics in them to look professional. So, if you can't produce professional looking graphics then you need to find someone who can.

To begin designing basic graphics and banners, most people like to use Paint Shop Pro which can be downloaded for a 30 day fully working demo at <http://www.jasc.com>

It has all of the features of any of the other graphic editing programs out there and it can be tested out for 30 days free. Plus, whenever you are done designing your graphics in Paint Shop, you can decrease the colors to 256 or 16 and save them as a quickly loading gif file.

Some people go crazy with the graphics once they figure out how to use them. You will want to avoid this. Keep to 1 - 4 graphics per page so that your pages will load quickly.

Many people like to use graphic buttons to navigate their entire site with, this can be a good idea, but make sure that you also offer a text link alternative on your site. Any button link you use on your site should also have a text link on the same page so people can make their choices. They are twice as likely to click on a link than on a graphic.

6. Focus on the Benefits.

Focus on the benefits, not the features. The one question you will want to ask on every page you design and every single sentence you write is, "What's in it for me?"

This is the key phrase of copywriting and of web site design. Fill your pages up with one benefit after another. What do they get out of it? What's in it for your visitors?

In other words, don't tell them your whole company history UNLESS every single sentence in your description reveals a benefit for them. While we are not going to cover every aspect of copywriting, I do want to reveal to you the secret of million dollar web sites.

The simple secret is to go through every sentence and every paragraph on your entire site asking again and again...

"What's in it for me?"

Change every sentence on your site that doesn't answer that simple question. Make your site begin to scream out BENEFITS in every word!

7. Offer Secure Online Ordering.

Make sure that whatever host you use provides secure online ordering for credit cards. Accepting credit cards online will increase your sales by a minimum of 30% and possibly even 400% or more depending on what type of products or services you are selling.

Card service International - I use them for my credit card processing. They actually give you your own merchant account with no application fee. While most banks will turn down Internet businesses, Card service chooses to focus on them. If you have a US address and your own Internet business, you will be approved. They now even offer real time credit card processing right over the net. The card can be charged and the money deposited in your bank account within 24 - 72 hours without you ever touching a button!

Sign up at <http://www.bizpromo.com/cards/index.htm>

8. Keep it Easy to Navigate using both links and buttons.

Your site has to be easy to navigate and should use both buttons and text links. Text Links have a high click through rate than any type of graphics, but the graphic buttons give your site that nice professional look.

For many sites, a nice looking format is to have buttons along the left edge and text links throughout the main section of the page.

Note: Make sure every single page links back to your main page so that no one gets lost in your site.

9. Create an Automatic Follow-up System.

The key to web profits is email follow-up. Create a system for automatic email follow-up on people who fill out forms on your site. Have the forms made to send in to one of your automatic follow-up autoresponders or redirect all incoming forms to the autoresponder for follow-up.

10. Advertise to a Targeted Market.

Don't do general ads. Advertise to a very specific targeted market for maximum effectiveness. Shotgun marketing just doesn't work. Laser targeting is the key.

If you advertise in ezines, make sure they apply to what you are selling...and look through the current ads to see if people are selling products similar to yours in that ezine.

If you advertise using banners, make sure you can choose a targeted market or web page for your products or services. All advertising has to be targeted to the right people...

It is easy to sell one person who is looking for your product or service than 100 people who are just surfing.

11. Track Your Results.

Track all of your results from every ad you place. If you don't know which ads are working you will never be able to afford to expand your advertising.

The two methods for doing this are:

Method #1: Simply make duplicate copies of your main pages in another folder on your site. Copy your main page, free reports, sales letter, and order forms. Make a copy for every ad you place and then track the results by keeping an eye on how many hits you get to your site and how many sales are made. This is a really simple tracking system to set-up, but it may become a little time consuming if you are running a lot of different ads.

Method #2: Use a script such as Web Logs which you can get for free and will track your entire site for you. The software can be downloaded at <http://awsd.com/scripts/weblog/> and you can install it into your site for free if you have a little CGI experience. If not, you can hire a CGI installer to do it for you. I would have to lean towards this option as the best way to track the traffic at your site and all of your pages.

Plus, some servers already have tracking systems similar to this installed on your site for you automatically. Contact your Host and find out if this is the case with your service.

Terry Dean is the creator of the "Instant Internet Cash Flow System" which will teach you how to develop a \$100,000 yearly Internet strategy, achieve Top 20 rankings on search engines, develop your own Hot Internet Products in 4 hours or less, and create an almost Unlimited Income through Banner Advertising...
Click Here Now: <http://www.allthesecrets.com/ic/a100z/index.html>

Why Digital Publishing is the Ultimate Internet Business
by Terry Dean

Opportunities abound on the Internet, but one opportunity stands head-and-shoulders above all of the rest for home based entrepreneurs. That opportunity is in digital publishing.

I have done or consulted with many different types of businesses, including: CD sales, web hosting, web services, search engine promotion, pet products, content sites, network marketing companies, etc. Throughout the various companies I have dealt with, the one business I love the most is digital publishing.

Think about it. When you are publishing information products, you have:

- * Low Entry Costs
- * Very Little Overhead
- * High Margins
- * An Automatic Business

You may say that those things are true of all Internet businesses, but they are not. If you run a web hosting company, the entry costs are high and you have a high overhead. You need to have your own dedicated server at minimum which can run in the thousands.

Your margins are usually very tight as web hosting is a very competitive arena. Then, you come to if the business is automatic or not. It definitely is not automatic. You have to provide continuous support to your customers and they really expect you to be working 24 hours or day...or to have staff that does!

Many other Internet businesses will show the exact same pattern. If you provide any type of service for example, you can only make money when you are actually working. When you take time off, your income does as well.

You may then respond, "Well I'll just join an affiliate program and promote them!" What you don't realize and most affiliate program owners won't tell you is that the incomes from affiliate programs are very tiny for those members who don't at least have the first form of digital publishing in place...their own opt-in ezine.

That's right. It is next to impossible to earn a really good check from affiliate programs unless you run your own opt-in ezine, which is a form of digital publishing. People have no reason to trust your recommendations of affiliate programs until you have earned their trust through publishing a quality ezine.

Starting an ezine (online magazine) is extremely low cost and will get you started in your own publishing business. Unlike publishing an offline newsletter which involves you dealing with printers, postal rates, and other types of expenses, your ezine will only cost you one low yearly fee (\$100 to \$400 depending on how you publish).

So, it has a very low entry cost, very little overhead, and is mostly automatic (as the software does the subscribing and removes for you). The margins are terrific. If you are selling ad space for \$10 per ad and have 10 ads per issue, you make \$100 from ads.

If you promote one affiliate program in each issue, you could earn \$200 (this is from a small list of 1,000 or so subscribers). That would total \$300 for each issue with no expenses in sending it out and no ad costs on your part.

Once you get into the tens of thousands of subscribers like many ezines have, those numbers become much larger and much more profitable.

This is the reason you see so many ezines being published out there now. With a low cost of entry and high potential profits, everyone wants to get in on the act. This just means that your ezine needs to be of a higher quality than the "norm" being published.

Write your own articles or select articles to be published which haven't been published everywhere else. Add in a little of your own personal flavor to the issues. Sure, some people might not like your personality showing through, but the average reader will feel much closer to you...and more likely to buy from you.

Ezines which don't have a personality to them quickly perish in the heat of competition. Customers like to see real people. So instead of being big Mr. Publisher, be a real person with real opinions. Don't worry about being seen as too biased as you are supposed to be biased. You're human!

Then, once you feel comfortable publishing an ezine, it is time to move onto the next step in your digital publishing career. Create your own electronic book.

Digital publishing of your products has additional advantages to information publishing in general.

First of all, you have no publishing cost except for the software to create your manual in the first place. Adobe Acrobat costs \$200 and can make a digital product which can be used on both IBM and Macintosh platforms. Compare that to print publishing which will cost you a minimum of \$2,000 for your book.

Digital products have no fulfillment costs and no shipping costs. Don't overlook the cost of shipping in your business, as we have paid as much as \$150 shipping a training course to an International customer.

Just think what you would lose on that including shipping and product costs if the order came back as credit card fraud.

Digital products have a final benefit that in my opinion outweighs all others. They can be set to 100% auto-pilot. You can have the product sales done by secure order form, processed in real-time online, and the product instantly delivered to your customers with ZERO involvement on your part.

You could have several products all selling from different sites all being automatically processed without you having to spend any time with them whatsoever. The money would keep coming in while you work on new projects, go on vacation, or spend time with your family. This is the real dream business.

Yes, you do have to spend a lot of time creating that hot product to sell and setting up the automatic systems, but the money will just keep coming in once they are up.

Take this as the voice of experience. Automating your entire business is one of the most important things you can do. Otherwise, you will eventually find that the "Success" of your business is to the detriment of everything else...taking up all of your time (even if you hire employees to do the work you will spend your time managing the employees).

When you are first starting out, selling services seems like a good idea...until you start having a lot of business and bringing in a lot of money. Then, that good idea quickly turns into an overload of work.

So...In the End...My Recommended Opinion for Creating The Perfect Internet Business You Can Run From Home With the Minimum of Hassles Is:

Step One: Pick a Market and Subject You Enjoy and Love.

Step Two: Create Your Own Ezine.

Step Three: Build a Large Subscriber List and Start Profiting.

Step Four: Create Your Own Electronic Book

Step Five: Automate the Entire Process and Do it again if you want.

Terry Dean is the publisher, author, and webmaster of the FREE Web Gold ezine and <http://www.bizpromo.com> "Picture Yourself Living The Life of A Successful Internet Writer or Digital Self-Publisher" by finding out more about our complete training course at <http://www.ezinfo2000.com/online/i152p>

Seven Ways to Add 100 or More Subscribers to your Ezine Daily...

by Terry Dean

The best way to make money on the Internet is to build your own opt-in list. This way you can build a relationship with thousands of potential customers all over the world without spending more than a couple hundred dollars a year for the Internet access and the list management tools you use.

Once you have built a list, you can make money through it by selling advertising, doing Joint Venture deals, listing your affiliate programs, etc. There are dozens of ways to make money from your opt-in list, once you learn how to build it.

We have spent the years of our Internet life coming up with the best ways to build opt-in lists, and I am going to show you 7 ways to build your list quickly and easily.

1. Post It Prominently On Every Page Of Your Site.

This one should go without saying, but many opt-in list owners still aren't doing it. You need to give people the opportunity to subscribe to your list on every page of your site. The more people you expose to your message, the more that will respond.

2. Add an Ebook Bonus for Subscribing

We first tested this over a year ago and it doubled our daily subscribe rates from our site. It was proven years ago that your sales rates will increase if you add a bonus to a product or service you are selling.

Well, we have proven that more people will sign up for a free newsletter if you also include a free bonus with that as well. There are hundreds of free ebooks floating around the net which you can use for free bonuses. Find one that relates to your site and use it to increase to your number of subscribers.

3. Create a Signature File With Your Ezine

You should have your email software set to include a signature file on every email message you send out. Your signature file should include an ad for your opt-in list along with your free bonus ebook for subscribers.

You will find it is easier to use an ad to get people to subscribe to your ezine than it is to get them to purchase a product. Then, once they are on your list, you build a relationship with them and sell them your products.

4. Submit it to all of the Listings.

Continually find places to list your newsletter. For example, pick out some of the main subscribe pages of your competitors and find all of the sites linking to them. This can be done using the link finder at <http://www.siteowner.com>

Then, go through and submit your site to the same directories. Marty Foley also has a listing of some of the best places to submit your ad at <http://profitinfo.com/ezine-pr.htm>

5. Trade Ads with other Newsletters.

Once you have built up a list of at least a few hundred subscribers, you can start trading ads with other publishers. Create a recommended ezine section (instead of classifieds) and start trading with ezine publishers in every single issue. You publish their ad in your ezine and they publish your ad in their ezine.

If you consistently do this with every issue, your newsletter is going to start growing exponentially. There are several lists of ezines willing to trade ads out there, and we have one you can use at <http://www.bizpromo.com/ezinetrades.htm>

6. Do a Newsletter Joint Venture.

Joint Ventures are one of the best ways to build an Internet business and opt-in list building is no exception. Find three to five other ezine publishers who would like to trade with you and do this.

After someone subscribes to your ezine, have another page there which asks them if they would like to subscribe to your partner's ezines (give the names and a short description of each). Then, have your JV partners follow the same strategy in return. If you were receiving 20 subscribers a day from your site, five publishers teamed up together could be doing 50 to 100 new subscribers a day.

7. Use the Web Caller-ID Automatic List Builder.

This new tool is the ultimate quick and easy list builder. It doubles or triples your number of subscribers immediately. Basically what it does is create a small Java pop-up box that looks like a Windows tool. In it, you can tell your visitor about your newsletter, your free bonuses, and more. Then, all they have to do is click "OK" and their name and email address is put on your list.

I can't really fully explain just how easy it is to build a list this way. You need to check out this tool in action at:

<http://www.webcaller-id.com/terrydean>

<http://www.webcaller-id.com/terrydean>

Terry Dean is available at webmaster@bizpromo.com
FREE Internet Marketing Secrets, Internet Marketing Tools,
and more all available at <http://www.bizpromo.com>
Learn how to build multiple streams of income, generate
ezine subscribers, and create automatic profits online!

DO YOUR PAGES DOWNLOAD FAST?

by Bob McElwain

You can answer this question yourself. It is easy to do, and we will get to it. First, let's be clear about what fast means.

A number of people have said my pages download fast. Some have given numbers. But what do they mean? I recently read pages should download in 4 seconds. An expert site designer reported my pages downloaded within 10-15 seconds. A marketing guru gave times from 8 to 10 seconds. Yet on my system, it takes about 20 seconds.

Why are qualified people reporting different speeds as the maximum acceptable? The difference lies in our individual connections to the Web. While the modem, disk, and CPU speed of your system are factors, the route traveled to your ISP (Internet Service Provider) and its performance are also critical. An overloaded ISP can really slow things down. Then there is the speed at which a server can deliver information.

Back to the question, there is only one way to answer it. While the opinions of others are important, the numbers they give are not, because all are trapped by the limitations of their equipment and ISP.

The only way to obtain good data is to delete your cache files. Your browser will not take the time to download anything already on your disk, even if you click Reload. Find your cache directory and delete all files in it. Now download your home page and note the time.

Given graphics repeated from page to page, such as navigation buttons, times to download subsequent pages will be faster, and need not be considered. It is the time to download the first page with no files in cache that matters, for this is what new visitors will experience.

Next, check the web for sites similar to yours. (If you have been to the site, remember to delete all cache files.) Check the download speed and compare it to yours.

A common reason for differences in times is the number and size of graphics. Ignore results for pages containing more or larger graphics than you use, for they really slow things down. If you find that pages similar to yours in size and graphic content download as yours do, you are fine, regardless of the numbers.

Why? Because all surfers are trapped by their system and ISP. All will have become accustomed to a speed they feel is adequate. You can do nothing to improve this speed, beyond being sure you are using a fast host. Thus if the download speed for your site compares favorably with that of similar sites, your visitors will be content.

If your download speed is greater than those of equivalent sites, take a hard look at your host. A server then makes money by selling more capacity than it has. Then your visitors will always find things moving too slowly. (If you need a fast server, consider pair.com or jumpline.com; I use both and find their delivery speeds to be excellent.)

So ignore all those numbers given about maximum download times, because the people giving them are also trapped by their gear and ISP. Compare the performance of your pages to similar pages. If yours are as good or better, all is well.

About the Author:

Bob helps webmasters grow their sites by showing them how to work smarter for more fun and profit with less effort. He has been marketing on the Web since 1993. Visit his newest site: <http://SiteTipsAndTricks.Com>

The First Fold Makes Your Site! (Or Breaks It)

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The First Fold Makes Your Site! (Or Breaks It)
by Bob McElwain

Visitors to your site are not looking to make a new friend. They don't want to chat. And they don't give a darn what you think about anything, least of all your product. They only want to know:

- 1) What's in it for me?
- 2) Why should I believe you?
- 3) Why should I buy from you?

They will answer the first two questions to their satisfaction within seconds. Only if they like these answers will they even consider the third. And at least a partial answer to it must come easily, or they'll never see your sales pitch.

Provided your page downloads quickly, visitors will stick around until it does. But as it starts to load to the screen, the first fold (screen) must fill rapidly. It must immediately provide information that compels the answers you want your visitor to decide upon. (If there are any graphics on the page, be sure dimensions are included in the HTML so text will quickly load up top.)

In the first fold, answers to the above questions must flow from ...

- 1) Benefits, benefits, and more benefits
- 2) Demonstrated professionalism and expertise
- 3) Clear statement of the USP (Unique Selling Proposition)

More About Benefits

They must be presented with words. While not easy to define, they are the only tool available to trigger the answer you want to the question, "What's in it for me?" This part of the message must be crafted as carefully as an ad central to a major advertising campaign.

On a single product site, the home page headline shouts the major benefit of the product. As with a good sales letter, each word draws the visitor more deeply into the site. All is benefits. And all points to the order form and a sale.

Most sites offer a variety of products and/or services, which means the simplicity in a single product site can only be approximated. The home page is the entrance to corridors leading to the sale of different products. (Or to great information, free stuff, etc.)

This requires even more judicious use of the top fold. The benefits presented must be specific to products, rather than to features of a single product. In the first fold, introduce those products most likely to be of interest to an unknown visitor. A possible alternative is to work with the products you most want to sell.

Professionalism And Expertise

Demonstrate these as the first step in answering the question, "Why should I believe you?" The way in which benefits are presented goes a long way toward achieving this goal. Given a sharp, professional presentation, your skeptical visitor is likely to say, "So far, so good." And to withhold final judgment, particularly as to trustworthiness.

In this regard, the appearance of the site is fundamental. Again looking at the first fold, all must support well stated benefits. Even enhance them. A garish or cluttered page destroys any credibility that might flow from the content. Likewise for any graphic that does not enhance the appearance of the site *and* the message.

About Your USP

When a visitor answers the question, "Why should I buy from you?" with, "Okay, you'll do," he or she is ready to buy. And the option to do so must be handy. Throughout, however, the content must continue to provide solid reasons for buying, for you don't know when the decision may be made. It is not likely

to happen in the first fold. The initial response, though, needs to be at least, "Okay, I'll tag along a ways." A good USP is sufficient to bring this response.

The USP may be incorporated in a logo, offered in a colored cell within a table, or maybe as the last line on the screen at the bottom of the first fold. Where it is positioned is not important. But the visitor must see it and easily grasp its meaning in the first or second scan of the first fold.

Examples

The best single product site I have visited is SiteSell.Com. Ken Evoy, author of "Make Your Site Sell" is a master at this. Check out his sales pitch and see if you can keep yourself from buying the book! Even if you have multiple profit centers, a corridor to a sale within a given center can be developed in this way.

I don't have an example of a great multi-product site. Most I visit seem too cluttered, too busy, too pretty, or they just have too much stuff. My own site suffers some from the latter malady. I continue working to improve it along the above lines.

But What About The Rest Of The Site?

Pieces of cake. Really. Some may argue the most difficult task in online marketing is generating targeted traffic. I don't agree. While it takes a good deal of time, effort and often dollars, it is largely a 1-2-3 sort of process. Do this, that, and then that. Others have clearly defined the steps that need to be taken, and the order in which to take them.

For me, the greatest challenge in marketing online is building the first fold on the home page. If your visitor scrolls down or clicks off into the site, you have a potential customer. In fact you have one who is likely to grant you a little slack. Thus perfection is not demanded throughout the site. Top quality is sufficient. But the first fold must be absolutely perfect.

Think of a newspaper. What part of it is assembled with the greatest care? The top fold of the first page. It's what shows in vending machines and on newsstands. How many millions have bought a newspaper because a single headline grabbed hard? Many, that's certain. Is the first fold on your website less important?

I have a strong hunch I can not demonstrate. Of those who click off a site never to return, ninety-some percent do so without leaving the first fold. Get it right and those who arrive with, "What's in it for me?" will say, "This might do." It's a giant step toward a sale.

----- About the Author -----

Bob has been marketing on the Web since 1993. He helps newbie webmasters build great sites with less effort by showing them how to work smarter. For loads of newbie friendly site stuff, visit <http://SiteTipsAndTricks.Com> For even more, subscribe to "STAT News!" Just send a blank email to join-stat@lists.dundee.net

Increase Your Odds of Success-Get an Education
by Bruce McCullough

So you want to make a living on the net. Let's face it, the majority of the businesses on the internet fail. There is a very good reason for that. Lack of "know how".

"What's that?" you say, "it can't be that hard"

Let's look at that for just a minute.

If someone wants to have a career in business and be really successful at it, the accepted course of action is to get some sort of education. Whether it's going to some sort of technical training school or getting an MBA from years of college work, education is the obvious answer.

Although education doesn't guarantee success, it certainly increases the odds in your favor.

"But I can get everything I need to train me right here on the web for free", you say.

While it's true that there is a lot of free training available, it's unorganized and in most instances there are gaps in content. Big gaps.

Have you ever downloaded one of the free courses available on the net?

If you have, you'll find just enough information there to wet your appetite and just at the right moment the course ends with a pitch for the "rest of the story"

But what about all of those articles out there? You know, the ones that are like this one...published in an ezine?

While it's true, there are many very good articles being published daily with excellent content, it's not put together in a format that is organized for acquiring enough information to achieve an effective education.

What about the ebooks that are becoming so popular today? Isn't that content organized?

Again, there are some really good ones with excellent content. In fact, that is what got my fire burning to build an online business.

The problem is finding them and again, there isn't enough content to give you all you need to qualify as an education. Don't get me wrong, the information, for the most part is good, but the gaps are still there. Besides that, most of the ebooks you'll find are written and distributed for one reason...to increase site traffic for the author.

So what the majority are doing today is the following.

You come online. You start "feeling" your way around. By chance, you may stumble upon some of the right stuff but think about it for a minute...

If the odds of success are so greatly improved that the majority of successful businesses today are run by folks who got an education, why wouldn't you want the same for your business.

It's a "no-brainer"!

The funny part about it is, the cost of an education to learn how to run an online business is such a bargain and that is usually the major obstacle. That's because most start-ups are on a VERY limited budget.

Cost range anyway from just less than \$20 all the way up to a few hundred dollars. It's not only do-able, it's imperative. You can't afford not to.

Where do you find it?

There are many sites that offer quality information at very reasonable rates. If your budget is limited like mine, start with the least cost and go from there.

On my site you can find many resources for quality information at varying cost. Find the link below in the resource box.

If you want to increase the odds of your business being successful, get an education. You'll be glad you did.

Article by Bruce McCullough, aka, Buruse of Buruse on the Web. Buruse on the Web is dedicated to bring regular folks clear, concise information about marketing, associate programs and anything involved with working at home with your computer. <http://www.buruseontheweb.com>.

For the latest information on internet marketing and work at home programs plus information you won't find anywhere else subscribe to Buruse on the Webzine. <mailto:BuruseontheWebzine-subscribe@topica.com>

Mirror Sites and Doorway Pages by Bruce McCullough

There are a lot of terms in use on the internet these days. Many of them can be confusing even for the veterans to web life.

I've noticed references to doorway pages and mirror sites quite a few times recently in ezine articles and discussion groups. These two terms are pretty unfamiliar to many of the people I have run into lately. Let's clear up some of the confusion.

A mirror site is simply a copy of your site. It's usually your main page but it doesn't have to be. The point is it's just a copy. Just like looking in the mirror is a copy or reflection. A mirror site looks exactly like the original.

Making a copy is easy. Using a free site for your mirror site is the preferred way because of cost considerations. This works best if you have your own domain but I suppose you could make a copy of a free site. Besides, having your own domain tends to demonstrate that you are serious about what you are doing.

You can find quite a few free web hosting sites around. Here are a few to get you started. (to find others go to the search engines)

www.hypermart.net	www.geocities.com
www.freeyellow.com	www.tripod.com
www.angelfire.com	

To create a mirror site just open an account with one of the free hosts. Then follow their directions for uploading your page to their server.

You will want to change the meta tags a bit so the search engines will recognize the "new" site. Keep in mind the more pages you have listed in the major search engines, the better are your chances of a higher ranking.

Doorway pages, on the other hand, are pages that are created for the sole purpose of pointing traffic toward your site. There are a variety of things you can do in creating doorway pages. Your imagination is your only limitation.

These pages must be very focused. They are usually only one page in length and the design tends to be quite simple. There is no need to be extravagant because it serves only one purpose.

To make a doorway page, just pick one of the benefits of a product or service you want to promote and focus on it. Create a simple page that list some important points about that one benefit. Make sure the points exploit the benefit to the point of great interest in the product or service. Then offer a link to your main site for more information and a possible sale.

Once the page is created you will want to develop meta tags for it and install them. Then submit the page to the search engines .

Doorway pages and mirror sites can both be great ways to increase traffic to your main site. Neither of them are difficult to do nor do they take much time.

The time and effort spent will reward you with increased web site traffic and ultimately more money in your pocket.

So what are you waiting for? Get started now. You won't regret it.

Article by Bruce McCullough, aka, Buruse of Buruse on the Web. Buruse on the Web is dedicated to bring regular folks clear,

concise information about marketing, associate programs and anything involved with working at home with your computer. Visit Buruse at <http://www.buruseontheweb.com>.

For the latest information on marketing, associate programs and work at home programs subscribe to Buruse on the Webzine. <mailto:BuruseontheWebzine-subscribe@topica.com>

5 Techniques to Overpower Your Competition!

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To beat your competition, you have to use little techniques that will make you stand out. There are numerous techniques and ideas you can use, but I'm going to show you five important techniques that will help you take your competition by surprise.

To increase the amount of orders you receive, can be done by changing the price you charge. For example, you sell a book for \$10. Instead of charging \$10 to the customer, charge \$9.99 or \$9.95. In some cases you can even go up. For example, you could sell a book for \$19.95 instead of your original price of \$18. Even though this price is higher, you can still receive the same amount of orders or maybe more! The reason why is people will look toward the whole dollar and will not include the cents in their mind. If you are selling something that is \$10, a \$9.95 price tag just sounds better even though it is only five cents cheaper. This is not a very big change, but it can really help close the sale.

Another technique is you can use power words. What I'm talking about is words like most powerful, fastest, cheapest, smallest, etc. These types of words usually get more attention, because they are supposedly better than the competition. A good example is motor companies. They can run an ad and say a particular vehicle is the most powerful, roomiest, and fastest car in its class. They are able to say this because of the keyword "in its class". But what people like and want to hear are the power words. The most powerful, roomiest and fastest car. So when the customer searches for a new vehicle,

they will have those ideas in their head, which might be the deciding factor on what vehicle they purchase.

Offering a time-limited special might decrease your profits or take more time but can give you great success. This extra offer can be savings, free shipping, or an extra-added product or service to the item they are purchasing. You need to find something that you can offer that is related to your original products or service. I would find something that is as cheap as possible, if not free. Also, put a time limit on this special offer you are giving, because it makes the customer act now, and does not give them time to check out your competition.

Upgrading your service or products can be very helpful. Try to add new improvements to your products or service and tell your customers what you have done. This will show the customer that your company is determined to keep your service or products up to date with the competition. It will also let them know of all the new features you have added and can be one of the deciding factors they pick in choosing you over your competition.

One idea very few companies implant is selling a product or service to sell your main products or service. Let's say your main business is the web hosting industry. You can offer a web site's submission service that will help people promote their web site. People will be paying you for this service and you will also have their contact information to offer them your web hosting service. Your web site submission service might not bring in a big profit or none at all, but it is targeted to your main business and will give you free leads to new potential customers. You might even want to offer the submission service for free to get more leads.

Curtis Stevens is the owner of the Internet Marketing Success. A free weekly newsletter that is shipped directly to your e-mail box full of Internet marketing and promotion secrets. A little good advice never hurt anyone and everyone can use this valuable resource on a consistent basis, so sign up now free of charge and take your business to the next level!

Go here: or send a blank email
to: <mailto:subscribeme@imsnewsletter.com>

How To Redesign Your Web Site 400% Faster!

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I have been building web sites for years and within the last year, I found a few tricks that save me a ton of hours in redesigning my web site. It took me forever to update or change my entire 30 page site. If I left some information out, misspelled a url or anything, I would have to do it all over again and it was very frustrating. But now, I can change my entire web site in a fraction of the time it original took me!

There are a few ways you can save time on building a web site. The two newest methods are ASP and PHP. ASP is a kind of programming that runs on NT servers. PHP is a kind of programming that runs on UNIX servers. Many people will tell you it takes a long time to learn it, but once you do, the updating part is easy to do, in most areas. These two programs are like HTML, but more difficult. If you do not have the determination or desire to learn another program, then I suggest trying this new trick I have found. For most people, I recommend doing this instead.

- The Old Way -

This is the procedure I took when I built my web site the old fashion way.

This is what I had to do for EVERY single web page:

1. Visit the page I wanted to change.
2. Right mouse click and view the page source.
3. Change the text and coding.
4. Click on Save as and find the folder I wanted to save it under. Since Windows uses it's own folder as the default, I had to change folders to get to the main C directory. I had created a special folder for my web site pages. I suggest you do the same.
5. Save the file.
6. Open my uploading tool and transfer the new web page onto my server.

Doing this for every single page is very time consuming and after a while, I stopped updating my site so often. The time and patience it required, was overwhelming. But now, I have found a solution to accomplish my job in a small fraction of the time.

The tricks explained below are ones I have found on my own and to my knowledge, not many people know about them, if any at all.

- The NEW Faster Way -

First, I open my uploading tool I use to upload to my web hosting server. I use WS_FTP LE. You can get their free or paid version online. The free version handles all my needs and the majority of others. There are tons of free uploading tools you can get over the Internet. If you do not have one, then you can look here: <http://tucows-m1.aust.tx.verio.net/ftp95.html> for a variety of uploading programs. I have included example images

throughout the article to show exactly what I am talking about, each step of the way. To my knowledge, most uploading tools work very similar and you should not have a problem understanding this with another program. If you do, then I suggest downloading the small WS_FTP file, so you can follow my foot steps (available at the above web site).

Next, you need to connect to your server. Then open the folder where all your web pages are stored on in the uploading tool program. If you do not have them stored on your computer, transfer all your files from your site's server onto a folder on your computer. I suggest creating a new one and you will see why later on.

Example Picture: <http://www.imsnewsletter.com/design/1.gif>

Once you connect to your server, you need to click on your home directory folder. Most providers call it www. If you do not know what it is, then ask your web hosting provider.

Example Picture: <http://www.imsnewsletter.com/design/2.gif>

This trick will really amaze you! Click on one of your web pages and then scroll down and highlight every one of them. DO NOT unclick until you have highlighted every page. Then click on the "View" button on the program. Now, all of your pages are already opened in separate note pads. This is why I suggest you creating a special folder, it makes this much easier.

Example Picture: <http://www.imsnewsletter.com/design/3.gif>

Now you can change the text and coding on all your web pages. If you have something you want to change on every page that is exactly the same, you can use this tool that will replace the text or coding you want on every page for you, within seconds. The tool is available online for free here:

<http://www.fluid3d.com/software/wineasy.html>

Here is another trick I really love. Once you have completed the changes on ALL your web pages, right mouse click on all the text pads on the task bar and click on Close (One at a time). A box will come up and ask you to save the file, hit the "Enter" key. A little practice and you can easily save 30 pages in about a 30 seconds flat! This way, you do not have to manually save each page. Example Pictures:

Step One: <http://www.imsnewsletter.com/design/4.gif>

Step Two: <http://www.imsnewsletter.com/design/5.gif>

Now, you can transfer all your html files all at once, or only a few. Click on the "Refresh" button. Then click on one of your web pages and drag your mouse over all the pages you want to transfer, like earlier showed. Now click on the transfer icon.

Example Picture: <http://www.imsnewsletter.com/design/6.gif>

Once you try changing a few pages, you can see how this will save you hundreds of hours, and can easily update your site within no time flat!

Going this route is also very helpful if you are using the statistics tracking program AXS found here: <http://www.xav.com/scripts/axs> If you visit each web page, it hides the coding, which tracks your web site. That means you have to enter the code back into each web page all over again. By going through the uploading program, it stays there, so you do not have to reenter the code on every web page again. If you use another program and are not happy, I recommend that you check this CGI script out. It's free and a very awesome tool!

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7 Methods for Total, Effective Online Marketing Success

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7 Methods for Total, Effective Online Marketing Success

Everyone is looking for that magic formula that will propel his or her Web site to phenomenal success. Sooner or later, most people give up their search for this mythical online marketing secret and accept a mediocre level of online business performance that they know deep in their hearts is not what it should be. But a few people discover the secret. As you now will. The secret is that there is no super-duper secret method of marketing that will get you all the success you dreamt of. But there is a formula which when done in totality, without taking any shortcuts, will multiply your online business success many times

over whatever it is now. The ingredients of that formula consist of very basic and low-cost tasks that I am sure you have heard of before but ignored or applied partially, as most people do. The "secret" is that you have to apply all the methods correctly and in totality. And you should spend 80% of your daily work time doing this (or get someone to spend 80% of their time doing this for you). This article might disappoint you initially because it pretty much talks about what you have heard before, but please read through it and you will be glad you did. It shows you the right way to use that "old" knowledge for great results. These results may not instantaneously come crashing through in a few short days, but they will solidly build over a few weeks and months to create a large stable and permanent success base.

Here are seven methods that build success. Basically it works this way: apply these methods frequently, daily where possible. It's that simple, but remember the key point here - frequently, all the methods, daily where possible.

1. Incoming links

88.3% of people find new sites through links on other sites. The smart way to approach this is to start a good affiliate program that pays a commission to people linking to your site for sales, leads or clicks. I highly recommend that you get any of these three affiliate program management companies to run yours: LinkShare.com, BeFree.com or CommissionJunction.com. These are the leading ones, with Link Share being the biggest and most well known and CJ being the most affordable but significantly smaller. The advantage of going with Link Share, for example, is that your total affiliate program will be run by them including check writing and reporting. You will get immediate exposure to more than one million affiliates who use them, many of them immediately starting to promote you, and people will believe in your affiliate program because of the reputation Link Share carries. So with your affiliate program in place you can now contact the Webmasters and site owners of heavily trafficked sites in your industry - resource sites, sites selling complimentary products, directories, newsletters, clients, even competitors - you would be surprised at what you can get! Offer them a special affiliate commission package (with Link Share you can customize your commission rates). Give them banners and promotional text. Maybe even offer a small discount to their clients - that will help them promote your products. Make a contact list of as many sites as you can daily and contact them and follow them up until you get the deal done. Start with a few hundred. All they would have to do is recommend your products or site to their customer base by placing your links, banners and reviews on their site and newsletter or mailing list. It is a very easy job for them, but one that will earn them a guaranteed commission of 10 - 20% through an affiliate program that they can trust. Considering that some sites have mailing or customer lists in the tens or hundreds of thousands, plus online visitors, this will work very well. Again, use your tools here to the maximum effect.

2. Search engine and directory positions

84.8% of people finding new sites through links on other sites, but in terms of sheer numbers, this is the leading provider of traffic to most sites. Note that it says "position." A listing on a search engine or directory doesn't count for much, unless it is positioned well in

the eyes of search engine users. Otherwise a search engine listing just gets lost among the millions of other pages on the engines. Only the top 10 to 30 links returned for any given search count - the rest is almost always ignored. Positioning is the easiest and most affordable yet most evasive and misunderstood method you can use. There is a lot to learn about this, especially if you want to do it manually. But lately there are a few good software packages you can use to avoid the hassle and get positioned well quickly and safely. Two popular packages include PositionWeaver (www.positionweaver.com) and WebPosition (www.webposition.com). For most sites, the search engine traffic makes or breaks their success and it is very important to know how to work well with them. Using software tools, you should be spending some time every day tracking, improving and managing your positions.

3. Friends

64.7% of people find new Web sites through friends. On your site, make it easy for people to recommend your site, product, page, special offer, or article to their friends. Add some scripts that make it a one-step process at any page for the visitor to enter their friend's email addresses and send a quick but effective recommendation. Make a nice letter that will go out with the recommendation. If you want advanced features in your recommendation feature, use a customized CGI script. To get many more recommendations, offer the person making the recommendation a chance to win something for his or her effort. You can use www.recommend-it.com or find a script at www.cgi-resources.com. This is probably the only method that doesn't require your daily or frequent review and attention.

4. Printed Media

62.6% of people find new sites commonly through the print media - advertising, press clips, articles, whatever. Identify magazines, newsletters and journals around the world that could have an appropriate audience. Then give them your articles, reports, blurbs, etc. and build a database of journalists that you contribute these items to. Send out press releases to publications and writers. Use a press release firm for best effect. Again, this is a method you should be doing something about very frequently. If you have the budget, you can also do display and classified ads where appropriate.

5. Newsletters and Mailing Lists

These are really underrated, yet so effective. What you need to do is find as many lists and newsletters as possible that are related to your business. Yes, that will get you a lot of email every day but it is worth it. Read the postings and respond to them when you can, preferably daily, using your blurbs, signatures, FAQs and articles. Many lists have thousands of subscribers, and by becoming an active contributor to a number of them, you will be getting exposure to thousands of focused prospects for free - very powerful yet underrated. Make sure you do not become overtly commercial in your postings - just let your signature do the work of directing the reader to you for business. Your actual posting should be a helpful bit of information, not advertising. You can find lists at www.listz.com and Yahoo.com's categories.

6. News groups and Forums

News groups are underestimated by most. Yet more than 20% of Internet users use them at least once a week. Forums are like news groups, the

most popular being the forums on AOL and CompuServe. Subscribe to all the news groups and forums that are related to your industry. You can find them at www.deja.com, www.listz.com/news, and by joining AOL and CompuServe. Read new messages regularly, daily when possible, and reply to them using your arsenal of signatures, blurbs, reports and FAQs. Just don't be overtly commercial in your postings.

7. Other Things You Can Do

There are obviously many other ways you can promote your online business. You can learn a lot of tricks by visiting successful sites and seeing what little gimmicks and techniques they are using and copying them. Depending on your budget, industry and audience, you can get into banner advertising, offline advertising, promotions and contests, coupons, selling through auction sites like eBay, classified ads on AOL and CompuServe, sponsorships, and much more. You might want to buy some good books at Amazon.com on online marketing for a thorough look at many of these techniques.

By David Gikandi (<mailto:support@positionweaver.com>), CEO at SearchPositioning.com (<http://www.positionweaver.com>). PositionWeaver.com features tools and resources that get you top positions for your web site on AltaVista, Excite, HotBot, Infoseek, Lycos, Northern Light and other search engines. It also has forums, articles, links, and other resources useful for the Web site owner and marketer. You can also download free trial copies of the PositionWeaver Gold and PRO software packages for Windows 95/98/NT from this site.

Creating Attention, Interest, Desire and Action Online

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Creating Attention, Interest, Desire and Action Online

When you go out and create a web site with an intention of selling products and services through it, you have no option but to be on the good side of buyer behavior. If you wish to succeed, that is. Funny enough, on the web a lot of business owners forget that buyers do have a behavior, the way they are accustomed to doing things. By now you probably have heard or experienced that just having a site, no matter how good it looks, won't convert your visitors into customers who actually buy something.

Let us start with what we know about buyers:

1. Most sales are never made the first time a prospect sees the product or service. They are made on a subsequent encounter. Translation: it is a sure thing that unless you get that guy visiting your web site the first time ever to return another day, he won't be buying anything from you. So you must make sure he returns.

2. The 80-20 rule. 80% of your sales will come from 20% of your customers. Which 20% are these? These are the people who buy from you a second and a third time and so on. It is easier to make more sales out of your current customers than new ones. Which means that your web site has to have features that, again, keep your customers coming back.

The above two facts should encourage you to think very clearly about your web site. If you have one of those sites that just advertise your product and offer no other features that encourage returning visits, you need to do some major redesign and add some features that do so. Now let us look at how buyers get to the decision that they will either return another day or buy your product or service on any particular visit. First, something grabs hold of their attention. If not, they go - there are other better things to do. If their attention is taken, they have a quick look to see if they are interested. If they are interested, they spend some time. During that time spent on whatever they found that was interesting, they may develop desire for the product or service or information. If they have desire, they will take action to fulfill that desire. That action is either purchasing or returning or doing something else related to either of those two. This process of attracting attention, creating interest, building desire, and getting action should be the biggest - yes, biggest - driving factor behind your web site design and content.

There is a lot of ways to achieve this depending on your industry. A real estate site will not employ the same methods as a parenting community. You will need to sit down and look at how you can do it best. You should visit some leading sites in and out of your industry and copy what they do (there is no point in inventing mediocrity when you can copy genius). You may also want to get a suitable consultant on this. For now, let us look at the four steps in general.

Attention

People will enter your site from any of your pages. Whatever page they enter through, you must make sure that the headlines, design, navigation, etc grab their attention! No matter what page they get in from, they must know what it is about and get their attention engaged. Do not have those dull pages in your site just because your home page is great.

Interest

The primary reason people go online is to get information. Not to get advertised to, but to know something about something. That is how you create interest, by providing the appropriate information. You must have a good amount of free information

that is relevant, constantly updated, exciting and different. Obviously you still want to tell them about your product but that should only be a major part of your site, not an only part. You should get an arsenal of news, articles, facts, newsletters, polls and other features to keep them coming back. Yes, it sounds involving but remember, most sales occur after the first encounter, so you must make sure you get more than one visit to your site. And very few people will return to your site just to re-read your product brochure.

Desire

You create desire in a multitude of ways, the two best being letting the client experience the product or service first hand. So you have to build interactivity. If you have a software product you are selling, give out a free downloadable demo. Financial services? Offer free online calculators. Real estate agent? How about an interactive room planner. The idea is to get someone experiencing the product or service in some way or another so that they can desire to own it. See what you can do in your case, just make sure it is a useful free trial. Most purchases take place after the buyer has seen the product or service several times, better still when they have used it and experienced its benefits.

Action

You will find that the number of actions you want taken are quite a few. You probably will want someone to subscribe to your newsletter, get your free demo, recommend a friend or, most of all, buy something. Whatever the action, create the attention on it, get interest, build desire, then ask for the action. You must ask for the action to be performed. If you want them to click, put that down clearly. If you want them to buy, ask for the sale very clearly (as in "Buy Now"). Most sales are lost at the last moment because no one asked the buyer to buy. So don't be shy. Ask for the action.

There you have it. Probably the only fundamental information you will ever need to get your web site to perform as it should. The reason I refer to it as fundamental is because if you use it as a foundation on which you build your entire web site, no matter how small or big it is, it will work. Well, granted you must have the right products at the right price, but even with those, the fundamentals must be there for optimum results. Use this information when you decide on your site navigation, your pages, your graphics, etc. It will not fail you.

If you need any more information on this topic, please see the articles at <http://www.positionweaver.com/articles.shtml>

David Gikandi (<mailto:support@positionweaver.com>) is CEO at SearchPositioning.com (<http://www.positionweaver.com>). PositionWeaver.com features tools and resources that get you top positions for your web site on AltaVista, Excite, HotBot, Infoseek, Lycos, Northern Light and other search engines. It also has forums, articles, links, and other resources useful for the website owner and marketer. You can also download free trial copies of the PositionWeaver Gold and PRO software packages for Windows 95/98/NT from this site.

Guaranteeing An Increase In Your Site Traffic!

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Start at the goal. Walk backwards, feet on the ground. Then forward. That is how you guarantee positive results for any quest, including a guaranteed increase in your site traffic and revenues. Let us take a brief look at this philosophy, then see how we can use it to increase our site traffic, guaranteed. What you will discover is that the most simple and affordable traffic building strategies are surprisingly obvious to only a minority of webmasters around the world.

Walking backwards from the goal means starting at the end result. Find something that has already reached the end result that you are after. Observe it and analyze what causes this end result, backtracking step by step from the end result to where you are now. As you do so keep your feet on the ground, that is, look at the pure facts of the matter. No hype, no "I hope" or "I think," no theories. Just pure facts from observation. Finally walk forward. Re-apply the facts you discovered, step-by-step, without inventing or re-inventing anything. Follow blindly, no matter how silly or simple the path you have uncovered may appear to be. And you will be guaranteed success as long as you are acting in the same environment as the one in which you observed your end result.

I have had the opportunity to look at sites that have reasonably high traffic levels (our desired end result). Having a look at

their server log files tells you exactly where the traffic is coming from, stripped down to the bare facts. Log files don't lie. The following truths emerge:

Fact (1): Most sites get a large proportion of their daily traffic from popular search engines. This is by far the biggest traffic driver to most sites. Another large traffic driver is incoming links from other busy sites or from hundreds or thousands of small sites. It is usually hard to directly replicate a busy site's incoming links network so we won't dwell on this. Instead we will focus on what is easy, replicating a busy site's performance on search engine ranking across the board. You will find that once your site is busy because of search engine traffic, your incoming links network will grow automatically as more people find your site and link to it. Higher numbers of incoming links (called link popularity) boost search engine rankings. It is a good vicious cycle that keeps itself growing--and you want that!

This high search engine traffic depends on the following things:

Fact (2): The total number of pages the site has. The more the pages, the higher the traffic. Why? Say your site has 10 pages only and each page draws in an average of about 7 visitors a day that find it on the search engines. That's 70 visitors a day (10 pages x 7 visitors per page). If you now had 100 pages of similar nature, you would now have about $7 \times 100 = 700$ visitors a day instead of 70. It's that simple!

Fact (3): Basically, most sites get a trickle of traffic per page on their site. Each page manages to get found by only a relatively small number of people a day from the search engines. Depending on the search subject, usually only 10 - 30 people a day find a page even on well visited sites. Why? Because most pages on a particular site do not rank highly on search results. But occasionally you will find a site with dozens or hundreds of pages with good search engine rankings. By pure chance or careful planning, these pages are optimized for the search engines. Now say you had 100 pages each pulling in an average of 10 visitors a day from the search engines. Your competitor also has 100 pages but they pull in an average of 70 (or even much more) visitors a day due to better optimization. Guess who will be writing the success story.

Fact (4): Looking at the log files for keywords or phrases typed into the search engines to find these sites (yes, log files can tell you that, too), you discover that these busy sites are found by a much larger range of keywords than their less-busy competitors. For example, a low traffic site selling wedding gowns may have, in all the text on all its pages, only about 10 keywords and phrases related to wedding gowns (e.g. wedding gowns, weddings, marriage, bride, bride, etc). But a busy one may have over 50 related words and phrases, including less obvious but related ones such as registry service, bachelor

party, bucks night, wedding planner, etc. Even though the site only sells wedding gowns, someone looking for a wedding planner or bachelor party information would most likely also be interested in wedding gowns. And on their search for these other words, if they bump into a wedding gown site, they will be interested in exploring it. Simple math: if one keyword gets you 10 unique visitors a day, 60 different keywords of a related nature will get you 600 more unique visitors.

Fact (5): This last fact is obtained from simple observation of search results on major search engines. If you search for any term on most major search engines, you will notice that many of the top ranking pages in the search results are the home pages of web sites (i.e., the default page of a domain name, such as index.htm, default.asp, index.html, etc). Also, the domain names themselves often contain the keywords being searched for (e.g. a search for wedding gowns will result in pages with domains such as weddinggowns.com, weddingshop.com, gownsforsale.com, etc.). This is especially so with HotBot. That is not to say that other pages do not rank well. It just means that your pages will rank better if the domain name or the page name contains the keywords being searched for.

Now that you have seen how absolutely logical and easy it is to get that much needed traffic to your web site, you can now go ahead and make it happen for you. The only obstacle is one: to make a significantly higher number of web pages than those that you currently have, and make these for a wider variety of related keywords than you already have, and optimize them all for the several major search engines, is not exactly a simple task if done manually.

The hardest part is the optimization because that is a mathematical and constantly changing thing (the engines use math to rank pages and they constantly change their formulas). There are several options available to make your work easier.

You could find a consultant who does this. Usually, this is quite expensive but the advantage is that you do not have to do anything yourself. You do have to be careful to choose a good consultant and not just anyone trying his luck at this.

Your other option is to do it yourself. If you have a lot of time and know-how of the workings of the search engines, you could make templates and run them against your set of keywords to create your pages. The only danger with templates is that you could end up with duplicate pages that spam the engines. And this method can be a messy process.

Your last and best option is to use software specifically designed for this job. This is the fastest, most reliable and accurate method. All you have to do is select the right software package and everything else should take care of itself. This field is very new and currently very few packages exist that offer enough intelligence to do the job correctly. A

search at ZDNet's www.hotfiles.com should yield a selection of packages you can evaluate.

There are many other ways that people find new sites, such as following links on other sites, reading about sites in a magazine, hearing from friends, etc. But no matter what other methods they use, they almost always use them in addition to using the search engines, especially when actively trying to locate new information. If there is one thing you can't eliminate from a site's success driver, it is most usually traffic from the search engines. No other method of marketing is so powerful, effective, and affordable to the majority of sites on the Internet. In fact, it is virtually free.

Article by David Gikandi, CEO of SearchPositioning.com. SearchPositioning.com features tools and resources that get you top positions for your web site on many major search engines. It also has forums, articles, links, and other resources useful for the website owner and marketer.

Online Sales Psychology That Works!
by David Gikandi

So you have a web site. No matter what it is all about, it was built for use by people. The good news today is that people, no matter how complicated they may seem, run on a common psychological framework. They use this framework to do just about everything, including use and buy from your web site. Let us look at seven standard psychological phenomena that work beautifully when it comes to online sales. Learn and apply these and your online success will definitely soar.

Conforming to groups

Peoples' judgment is highly influenced and dependent on the collective judgment of groups. What this means is that you will often make judgments that you believe are entirely your own but in reality they are based on what other people are doing! For example, you may go out and decide to buy something or take a trip somewhere but that decision is most likely highly influenced by your observing or reading about or hearing about other people doing the exact same thing. And

you will often avoid things that most other people avoid. In fact, there are very many instances when you will adopt a group's judgment over your own!

What this means is that you should have as many features within your site as possible that allow users to contribute to, feel and be influenced by group opinions. For example, you must have testimonials. Have one testimonial on every page placed well, and have a testimonials page holding a bunch of them. Depending on your site, other things you should consider adding are voting, forums, statistics and surveys. All these allow users to contribute to the group thought and be influenced by it. Very powerful.

Listening to authority

We all know it - people listen unquestioningly to authoritative figures. If you hold anyone in high regard as an authority, you will usually unquestioningly listen and do as they say (e.g., your doctor, lawyer, or sports coach. These people can tell you to do what most people can't and you will almost always do it without questioning it.

This means that your site should have someone or some organization of recognized authority in that field saying something positive about your product or service. It doesn't have to be a famous person, just an authority. For example, a travel service can have a review by some magazines and a vitamin store can have some comments from some doctors.

Small agreements lead to bigger ones. If someone came up to you and asked you for your agreement on some major issue, they are more likely to get a no from you than if they came up to you and led you on with a series of much smaller issues that you can easily agree on, building to the major issue. Getting people to agree to a major issue is a lot easier if you first give them related but smaller issues that they can automatically agree to.

One way to use this in your business is to provide a free trial. It is easy to get someone to try something free. After that, it is much easier to get them to upgrade to a retail version. Another thing you could do is to ask questions spaced out within your sales pitch and those questions are the type that have a yes answer. They must be questions related to the product or service. Doing this will make it much easier to get the final yes to buy.

Incomplete tasks

Most people are quite disturbed by tasks or events that are incomplete. You know how you hate it when those TV shows stop somewhere in the middle of a juicy plot, only to tell you that they will be continued same time next week? It disturbs your mind so much that you make it a point of catching the next show. And on the next show they do the exact same

thing! Even in your life, when you have incomplete tasks, you keep thinking about them until you complete them. It is easier for people to remember and stay focused to incomplete tasks.

There are many ways you can apply this to your marketing. Your web pages could lead people from one page to the next using this phenomenon. Your banners could start to give a series of 10 tips, only to stop after the third and ask the viewer to click on to get the remaining 7. Use your imagination!

A bonus use of this phenomenon is that you can figure out ways to get people coming back to your site. You need this to happen because most people only buy something after the fifth to seventh time they get in contact with it. Therefore, getting repeat visitors is the most important thing you can do for your online business. As a matter of fact, you should use as many tactics, freebies and technologies as possible to get repeat visits.

Cognitive dissonance

In plain English, this means that people hate it when their beliefs are inconsistent with their actions. They won't rest until they resolve that conflict by changing their thoughts, beliefs or actions.

One way to use this in marketing is to get someone to make an easy decision, and then get them to take actions on their own so that they can prove to themselves that they made the right decision. People usually want to validate that they made the right choice. Another way to work this is to give them that validation early on so that when it came to the sale, they will have already eliminated their dissonance and they will buy to reinforce their belief.

Conforming to group emotions

In a happy room, most people get happy. In a sad room, most people get sad. People conform to the emotions of the group or environment. That is why casinos and top retail outlets try so hard to create an emotional atmosphere of carefree spending or something similar that will cause emotions that lead to spending.

Have a look at your site. What emotion does it convey. A site's text, prose, colors, graphics and quality can make or break an online business just from the emotional angle. Same thing with banners and other ads that you do.

Needs satisfaction

Whenever people buy something, they do it to get some need fulfilled and/or to eliminate some problem. Simple. Even if you go out to buy a boomerang, the principle is the same. There is a need you wish to fulfill, such as exercise, amusement, discovery, fun. You may also be looking to eliminate something else such as boredom.

Examine your products and services and forget all the hype that you enjoy about your product. Forget the way you love that super-cool feature you built in. Just think on the needs level and find out what needs a buyer wants to fulfill and what they would want to eliminate. Needs are not features. Needs are things like saving time, spending time with the family, knowing something, achieving success. That is what you will be selling all along. You only mention the features as a side item to seal the decision logically, but the decision to buy will be based on emotions and needs.

Surprise, free and casual works

Most people ignore advertising or direct calls to buy something. They get defensive initially. They even learn to automatically 'not see' advertising. I am sure that your brain somehow blocks out all those banner ads and only very rarely do you even really notice what is really on those banners. Why? Well, because your brain can see the ad coming! It has all the cues that make it look like an ad and it is shut out. What if it did not look like an ad. Perhaps it looked like content that you would be interested in reading, or a cartoon you like? You would see it and read it!

What this means is that your web site, your banners, and everything else should have nothing that smells of advertising. Eventually you must ask for the sale (yes, you must clearly ask your client to buy, but only at the right time). But until the point where all your emotional and logical requirements have been fulfilled, you must look like a free information service or at least provide useful information along the way even in your product information sheets. You must be the opposite of an advertisement. An ad tells you quickly about the product, its features, and screams at you to buy. The opposite is a useful information resource. That keeps the prospect calm, gives them something useful, while subtly leading to the sale. Only at the point of sale is the sale asked for very clearly and bluntly. With this strategy you will be ignored far less and the client will read your material much more. Give people free, instantly useful information and entertainment and let that lead subtly but persistently to the sale. Keep it casual.

You should also try to use something that people have never seen before. Surprise them in this way and they will pay attention. For example, when making a banner, don't do it like everyone else does. Use a design trick that people haven't seen before. One trick that used to work very well and still works

quite well is to make the banner look like one of those Windows 95 OK and Cancel buttons in response to a warning message. Or you can have a banner that appears to fall and shake (like in an earthquake). Anything surprising and unexpected works better because it bypasses the brain's filters.

By the way, a good reason to offer something free and useful is that it allows you to be a part of your prospects life. Once you have entered their life, you will be more readily accepted and can then work up to the sale.

Putting it all together

Well, there you have it. Now go back to your web site and re-examine everything about it. If you find that it really is very far off from what we have talked about, then you might want to re-build all of it. Whatever you do, make sure that you fully grasp what we have talked about here and apply it in full to your site. You cannot go about applying these selectively. That will only work half the magic. For example, a lot of webmasters are lazy or reluctant to offer free content and tools. Well, you must because most of these tactics depend on it. If you would like an example of how to apply this knowledge, have a look at www.positionweaver.com. Without free and instantly useful content that induces return visits, it is going to be very hard to effectively get people to return the required 5 to 7 times, make small yes decisions, and correct their cognitive dissonance. Like we said in the beginning, people run on a common psychological framework. Rules that you can live and succeed by.

Article by David Gikandi, CEO of SearchPositioning.com (<http://www.SearchPositioning.com>). SearchPositioning.com features tools and resources that get you top positions for your web site on AltaVista, Excite, HotBot, Infoseek, Lycos, Northern Light and other search engines.

Is Anyone Bookmarking Your Website?

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How many articles have you read in the past few months which revealed the most effective ways for you to drive more traffic to your web site?

How many hours have you spent...

-tweaking your meta tag's keywords and webpage descriptions?

-creating doorway and hallway pages?

-analyzing keyword density on your web pages?

-resubmitting your web pages to the major search engines?

-monitoring your positioning on Alta Vista?

How much money have you spent on software tools, courses and ebooks to help you learn how to drive more targeted traffic to your web site?

How many Classified Ads have you placed to attract more targeted traffic to your web site?

How about banner impressions?

Did you bid for the keywords on GOTO.com that would bring more targeted traffic to your web site?

And so on.....

Am I implying this money and time was not well spent. NO, absolutely not. We need to drive targeted traffic to our web sites, and search engines are one of the most effective and least expensive ways to accomplish this.

However, what I am wondering is that given you succeed with driving more targeted traffic to your website...is your website's content compelling enough to keep your visitors interested in staying around for awhile, purchasing your products, and bookmarking your site for future visits?

Did you spend half the amount of time and money creating a "Destination" web site, one that visitors bookmark and come back to over and over again? Or is your web site one more disappointing dead end for visitors?

Does your website provide compelling benefit rich content?
Is your content original and hard to find elsewhere?

Do you offer something free to your visitor that is useful to them? Is this the same giveaway they can get at many of your competitors websites?

Do you offer your visitors a free ezine, or a free autoresponder, or a free email account, or free search engine submission?

Can your visitors join an online community by participating in your discussion board?

Do you lose your visitors to outside links you imbed in your content? Or do you use the HTML "target" feature to keep the windows for the outside links opening up without leaving your webpage?(see <http://wealthinmind.com/htmltarget.html> for an example)

Is your content fresh, timely, and germane to your website's theme?

Can a visitor navigate your website with ease? Do they reach any link on any of your webpages with no way to get back, or not knowing why they arrived there?

Do you give away much more then you expect to receive in return on your website?

Do your visitors find what they expect when they arrive at your website? Is there benefit rich content on the subject they were looking for when they clicked on your link?

Are your visitors bombarded with gyrating banners screaming at them to buy products that are totally unrelated to what they came looking for?

And so on.....

My point is simply that.. if you succeed in driving massive amounts of visitors to your website, most of them will not buy what you are selling if you do not capture their attention with "WORDS".

Nothing else will compel your visitors to buy except the way in which you use content on your website.

Free Content is still "KING" on the Internet. Information is still the main reason people get on the Internet. Load your website with free compelling, timely, quality content which is easy to access and offers immediate benefits, and your visitors will hang around and look forward to returning.

By all means I would encourage you to continue your efforts to drive more targeted traffic to your web site, but first

design a welcoming website that invites your visitor to come in, reach for their cup of Starbucks coffee and stay awhile.

If they find something of value to them when they visit, they will surely add your website to their bookmarks or favorites. Most likely they will buy something you are selling on their next visit.

Good luck Online!

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"Are You Are Ready To Get What Matters Most To You?,
If Not Now....When?"

MORE INSIGHT INTO ESTABLISHING YOUR ONLINE PRESENCE...

12 Tips to That Will Skyrocket Your Online Business!

by Jim Turner, MBA

(c) 1999

Building the perfect Web site for your growing online business doesn't have to be gut wrenching task. Keep in mind, it's an important doorway into your business; it is a place where you can establish a lasting public identity or brand, and make a powerful marketing pitch for your business.

You should be as creative as you can without losing sight of the goal that you're out to sell a product. There is no need to try making your site the Ringling Brothers Barnum and Bailey Circus of the Internet. Too many bells and whistles can drown out the message that you're trying to get across to your visitors.

To create the proper site for your business, start by considering who will be your potential prospects. Are they men or women? What ages? What type of businesses do they operate? What are their income levels? You can find this information out by going to trade association Web sites, by setting up a test site to gather information, or by mailing questionnaires to your customers. Armed with this information, you can match your site to your customers' sophistication level.

Think simple. Keep your site as low-tech as possible. Leave the fun-stuff for computer-related companies. More important for the majority of entrepreneurs are the three hallmarks of a good Web site: 1) attractive, simple graphics; 2) coherent organization and presentation; and 3) value-added content. Once these features are present, only then should you consider adding high-tech extras.

Here are some more tips and pointers to help you build a dynamic Web presence:

(1) Select a domain name that depicts your business.

The name of your site is extremely important. Stick with names that are easy to remember and spell. Stay away from using numbers and dashes. They are not always recognizable by viewers, especially zero vs. the alphabet O and dash (-) vs. the underscore (_).

(2) Get on Board!

Enter online "chat rooms" and message boards frequently that cater to the business that you're in. Assertively participate by getting in on discussions where you can offer advice that will demonstrate your expertise. Occasionally, strive to build strong relationships that can pay off down the line, for one-on-one interactions with other Web users.

(3) Content is King!

Keep in mind that better content makes for a better Web site. Do not compromise on the quality of your content -- that's one of the keys to drawing prospects to your Web site. If you don't feel capable of producing your own, there are many others online looking for a place to park their FREE articles and ebooks. Make sure that the content is directly related to what your site promotes.

(4) Take it slow and easy.

Don't be like most marketers and rush in on your prospects like a bull in a china closet. Most marketers come across as very pushy. They don't want to build relationships, just make sales. The Internet is a medium where folks appreciate a delicate touch. They need to feel comfortable with you before they buy from you.

(5) Give your visitors a reason to come back.

Your Web site should constantly promote what's coming up in the near future so visitors will return again and again. Keep adding to your site from the day you launch it. Try to add something every week. Run a contest, offer electronic postcards or a reminder service. Give your visitors a reason to leave the email address with you so that you can notify them when your site has been updated.

(6) Make your content available to others.

Newsletters and ezines are always in need of new information. One of the best ways to create an online presence is to email sites and volunteer content on a regular basis. Here's a resource that shows you how to master this technique and make huge profits.

<http://www.ezinemoney.net/sgx/d.cgi?2268>

(7) Respond to email in a timely manner.

If visitors to your site have questions, reply 24-48 hours, or you're liable to lose them as customers. One of the keys to gaining and retaining repeat customers is fast response to questions and inquiries.

(8) Keep it simple and to the point.

When interacting online, being concise is the rule. Learn to express yourself concisely so you don't waste other people's time. Introduce yourself and get to the point. Don't use three paragraphs when one will do the job.

(9) Exercise patience.

Becoming an overnight success is not the rule online (or offline for that matter). Don't drown yourself in your tears when nobody buys from you right away; follow up several times with potential prospects before giving up on them. Use auto-follow up software to make the job easier for you. Look at this very popular system:

<http://www.post-master.net/rs/webprofit>

(10) Be consistent.

Don't expect results if your marketing efforts occur at the frequency of Haley's Comet or a desert rain storm. Maintain a consistent presence so you'll build a solid reputation in the online universe. Do something to promote your business everyday of the year.

(11) Market your Web site offline.

If you advertise in print media, write columns for industry publications or engage in public speaking events, be sure to always mention your Web site.

(12) Link with similar Web sites.

The more gateways to other sites you have, the better. Try to find free links, or "trade-outs," where you offer a link to another business' site and the business provides one in return for you. It's possible to offer hundreds of links, but make sure they all appeal to your target audience.

BONUS TIP!

(13) Publish a newsletter.

This is one of the biggest Web presence builders that you can engage in. It allows you to frequently contact your prospects and customers with valuable tips to help them solve their problems. Plus you will be able to put your products and services in front of them to buy. Every successful online marketer that I'm aware of, publishes a newsletter. Doesn't that tell you something!

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HOW TO ATTRACT MORE PROSPECTS...

By Writing Simple Informational Articles!

by Jim Turner, MBA
(c) 1999

Everyone marketing a product online wants and craves for more qualified prospects... so they can turn them into customers. You try all sorts of tactics to get their attention, including spending hours making search engine submissions, posting to discussion boards, buying ad space, just to name a few. And these are all very effective ways to get more prospects.

However, there is one that most marketers simply avoid. That is writing simple "how to" articles related to their theme and submitting them to other publishers to use as content in their newsletters.

This is a very powerful "attraction" marketing tactic. One of the most effective ways to get others to respond to you, is to convince them that you have valuable information they can use.

Why is it that most of us try to avoid writing our valuable information so that others can read it? You probably have nightmares of your high school English teacher giving you writing assignments on topics that you haven't a clue about and your struggling trying to get a couple of paragraphs written.

When you have to write about a topic that you have a passion for and you possess a lot of knowledge on, you will be amazed at how easy it is to write a 400 to 500 word article. Here are some quick tips on how to write a crisp, concise how to article:

1. Come up with a title.

Try to use the phrase "How to" if at all possible. Those are two very effective words in getting your reader's attention... which is a big part of getting your article read. You must get the reader's attention.

Promise a benefit. Online viewers tend to be skimmers. They don't have time to read half your article to decide whether they want to read in its entirety. Promise them something that will solve their problems... "How to Lose 10 lbs. in 10 Days Without Starving Yourself"

2. List several key points that you want the reader to obtain.

In this case, limit your key points to no more than five. These key points will form the subject of each of your paragraphs. Again, these should be major benefits that you want to deliver to the reader.

3. List several phrases under each key point.

These phrases will be translated into sentences which will be used to form each paragraph are key point that you are trying to make.

4. Compose your sentences and paragraphs.

This now becomes a very simple task. You have all the bits and pieces that you need to compose a very informative article. Simply make sentences from all the phrases that you have under each key point.

5. Form a resource box.

This is where you leave your contact information, which should include your email address, Web site URL and a short blurb for whatever you are promoting. This is a powerful tool! Do not omit it.

5. Proofread.

Read over everything that you have written looking for grammar and spelling errors. You should also get someone else to proofread your article as well. It will save you a lot of embarrassment.

6. Contact other publishers

Send a personalized email to each publisher that you would like to have post your article. You can search for interested publishers at <http://www.lifestylespub.com> This site has one of the most user-friendly databases on the Web.

In Closing

If you desire to succeed online, you will be doing yourself a disservice if you don't take advantage of this powerful attraction marketing tool. The cost is free and the returns can be great!

Jim Turner

<http://www.WebProfitSource.com/>

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P.S. For more hot tips on how to build your business using articles, check out Rick Beneteau's book. You can download it NOW! <http://www.ezinemoney.net/sgx/d.cgi?2268>
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HOW TO WRITE EMAIL MESSAGES THAT GET READ!

By Jim Turner

(c) 2000

Email is a very effective tool for promoting and selling your products online. You can contact many prospects at once using non-spam techniques, for very little money. You can target your message to those most likely to buy what you have to offer.

But many marketers are making crucial mistakes daily! I see them in my inbox, as I'm sure you do also. Here are some tips for getting more prospects to at least read your message and not put it into file "13."

(1) Use a Killer Benefit in the Subject Line.

This is one of the most under-utilized techniques that I witness on a daily basis. You must grab the readers attention with your subject line. This is done by telling the reader what's in it for them; what problem(s) are you going to solve for the reader. It should be constructed like a short attention grabbing, curiosity arousing outer envelope teaser used in the offline world. Don't forget that you are competing with all the other messages in your readers inbox list. Keep it brief and to the point. Try to use no more than 30 characters. If you have the capability with your software, use the person's first name in the subject line. This is powerful! Most folks love to see their name in print.

(2) Make Use of the "FROM" Line.

The "FROM" line identifies you as the sender if you're mailing to your opt-in list. If you're mailing to a rented list, you might want to use the list owner as the sender. This is very effective with opt-in lists where the list owner has a good relationship with its members. If you're sending out your ezine, you may want to use the name of your ezine in the "FROM" line. I use my own name in this field. My list members recognize my name, so it has a better chance of being opened among all the other messages.

(3) Use the Word FREE with Extreme Caution.

Although you hear a lot about the power of the word FREE and the impact that it can have in your advertising, you need to be discrete in how you use it in your email messages. Many people see the word FREE as a tip-off to spam messages. You should avoid using it in your SUBJECT line. The reason is the "spam filter" software some Internet users have installed to screen their email. These filters eliminate incoming email and many identify any message with FREE in the SUBJECT line as promotional.

(4) Use Powerful Copywriting!

Lead off your message with a benefit-rich headline or lead-in sentence. Try to capture your readers attention immediately. You have only a split second to get their attention before they hit

the DELETE key and move on to the next message. Give the reader a mini-version of your complete message. Tell them what your offer is and give them a reason to CLICK on something very quickly, such as an email address or a URL that has more information about your offer. After the first paragraph, provide your complete offer in terms of features, benefits, testimonials and any other information that you feel will help the reader make a decision. Close by repeating your offer and asking for a response now!

(5) Use Lots of White Space.

Use wide margins. It's very difficult to read across the full width of a computer monitor. The ideal line width is 55 to 60 characters. Avoid the weird looking line wraps that result from not using hard returns at the end of each line. Insert double spaces between paragraphs and titles.

(6) Avoid ALL CAPS!

This can be very annoying to your reader. It's difficult to read and in the online community, all caps give the impression that you're shouting at the reader. You can use all caps in certain cases, such as in titles and subjects and to emphasize certain key words.

(7) Project the Right Tone.

Don't try to "sell" the reader. No one wants to be "sold," they want to be helped. Be sure that you appear to be friendly, helpful, and educational. Do not use the hard sell approach. Hype is becoming ineffective, people have seen too much of it. All they want to know is how you're going to help them solve their problem.

(8) Give Them a Way Out!

Always include a means for the reader to opt-out. It can help you avoid getting flamed by people who feel they have been spammed by you. Even if it's your opt-in list that you're emailing, it's an expected courtesy that you provide the recipient with a way to prevent further promotional emails from being sent to them. You can include a statement at the bottom of your message that simply says, "We respect your time and privacy, and pledge not to abuse this privilege. If you prefer not to receive further emails from us of this type, please hit REPLY and put REMOVE in the SUBJECT line.

== Resource Box ==

Jim is the Publisher of WebPROFIT Tips Newsletter and author of the new manual "Online Moonlighting dotCOM" that shows Internet marketers how to build multiple streams of profits online while holding down a full-time job. For more information, visit his Web site at <http://www.webprofitsource.com/ml.htm> or subscribe to his newsletter at <mailto:tips@webprofitsource.com>

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TOP 42 MOST POWERFUL WAYS TO BUILD A TARGETED AND FRIENDLY PROSPECT CONTACT LIST

By Jim Turner, MBA

INTRODUCTION

As an online market (or offline), you must continually generate new leads. Yes, the most profitable leads you have can be found in your existing customer base. But you must still acquire new leads if you want to expand and grow your business. Your existing customers will remain loyal to you as long as you continue to deliver a high-value-added product. In other words, as long as you are meeting their needs and desires.

By getting new customers, you can bring life into older products that your existing customers already own. Your new prospects will buy those products because they don't currently own them. Your customer list is the most valuable asset that your business has. Most arrogant, self-centered marketers believe that there product is the most valuable asset. I would argue that you can have the most brilliant product since sliced-bread, but if you don't have anyone to sell it to, all your product has is potential.

We all know that potential will not pay the mortgage, send the kids to college, or pay the car note. If I had a choice between losing my current product line or losing my customer list, I'd rather someone take my products. Why? They can be re-generated much easier than 5,000 or 7,000 customers. So, guard your customer list as a pot of gold and continue to make it bigger. It increases the value of your business.

These are the most common sources for generating prospects. Note that many of these sources rely on traditional marketing activities like advertising and public relations. This is an important realization about e-mail marketing: it doesn't replace traditional marketing efforts - it co-exists with them. It's important to continue the activities you're currently involved with that are working - never stop an activity that generates profits! Simply add email marketing to your existing mix and leverage your other activities with the power of email!

SOURCE #1 - ADVERTISING

If you're currently doing advertising and you're not listing your email address and web address in your ad, you have a flashing red light on your forehead that says, "Kick me!" You must give readers, viewers or listeners the option of contacting you via the Internet - and this is especially true in the high-tech industry.

No matter what kind of advertising you do: radio, television, print, or even web advertising, you must make sure you are offering people the option to visit your web site or send you e-mail. As you do this, you will be generating a stream of highly qualified e-mail prospects you can add to your database.

Tips for Advertising

- (1) Offer a free report (Powerful)
- (2) Offer an eBook or software (doesn't have to be produced by you)
- (3) Offer a free ezine, if you publish one (if you're not, shame on you) (Powerful)
- (4) Sell a low-priced product as a loss leader -- backend them later with your high-end product
- (5) Offer a free sample (Powerful)
- (6) Exchange ads with other ezine publishers -- send them a personalized email offering to run their ad if they will do the same for you (Powerful)

SOURCE #2 - PUBLIC RELATIONS

Public relations is one of the most powerful and cost-effective ways to generate qualified leads while increasing the awareness of your product. Best of all, public relations is a lot less expensive than advertising. If you're not currently using public relations as part of your overall marketing strategy, you're missing out on a huge opportunity. Even if you are taking advantage of public relations, are you sure you're taking advantage of the new technology that streamlines public relations activities?

PR is essential for accomplishing your prospect gathering goals. The most important thing to remember is this: make sure you include your email address and web address in your press releases.

This way, when other ezines or magazines and newspapers print stories about you, they are more likely to include your web address as a service to their readers. When the readers visit your web site, they will have the option of filling out a form if they would like to receive more information from you. Some of the best marketing is free. It's free media publicity. When you or your business has a new product to sell, a special event, or can relate to headlines in the news, you've got a story that media will be interested in.

In the past you had to send your press release through the mail. The cost of stamps added up and many of the releases were never opened.

Now almost everyone in the media has e-mail. You can send your release almost for free. Many editors are much more likely to read their e-mail than the bags of regular mail that arrive each day.

Press Release Tips

(7) There are a number of services that will email your release for you. Email them copies about your new product or service.

Check out these:

www.usanews.net

www.businesswire.com

www.xpresspress.com

www.news bureau.com

www.pressflash.com

www.prnewswire.com

www.press-releases.net

(8) Some services will also fax your release. Few know all the editors personally, but most can give you some tips on what editors like best.

(9) Your press release should read like a news article. It should identify a problem that the publisher's audience is experiencing and tell how your product or service can solve that problem. And, of course, your contact information should be included, with primary emphasis on your email address. Since you really do want the prospect's email address, the easiest way to get it is to have him email you. That's it, plain and simple. Some try to make a big deal out of writing press release, but they are really simple to do.

(10) Kelley Williams, publisher of the Marketing News Daily eZine, provides a FREE press release submission service, <mailto:kwilliams@kwresources.com>. To subscribe <mailto:marketingnewsdaily-subscribe@egroups.com>. Kelley publishes 7 different ezines. She took one of her ezines from 0 to 12,000 subscribers in four months. That's right, 12,000 subscribers.

SOURCE #3 - REFERRALS

Naturally, referrals are an important part of any marketing system. This is especially true in email marketing, where it's extremely easy for your customers to send you referrals - no stamp needed, no phone call, no fax, just an email message. And remember that if you're keeping in touch with your customers and offering a quality product or service, they will actually *appreciate* giving you referrals.

Referral Tips

(11) Sponsor a contest for who generates the most referral in certain time period

(12) Offer discounts on product for existing customers making referrals

(13) Give FREE product to each customer that refers 5 new customers in a month, provided the new customer name buys product (Powerful)

(14) Give a FREE subscription to those who provide you with new subscribers to your paid publication

SOURCE #4 - EXISTING CUSTOMERS

Always remember the incredible inherent value of your existing customers. These are the people who have already committed money to your company in exchange for a product or service. These people are already aware of the quality you offer, and these are the people who are most likely to purchase from you again.

If you don't have the email addresses for your existing customer, you need to get them! Call them up or contact them by mail. Ask those who are online to send you an email or visit your web site. Whatever method you use, you need to collect the email addresses from your loyal customers, because these are the people who are going to be the most likely to buy from you again and who require almost no additional marketing dollars to be spent in order to gain their email addresses.

Existing Customer Tips

(15) Offer them something that requires them to email you to get it, such as FREE report about your new product line, your price list, FAQ about a product that they recently ordered from you.

(16) When you send them your ezine, ask them to share it with their friends by forwarding them a copy, completely in the original form.

(17) Offer to give them a discount or FREE product or service for sending you the names of new prospects, but it can only be done using email.

(18) When they call to order product, ask for their email address. Tell them you want it to keep them updated on new products or service coming out.

(19) Offer them discounted prices on pre-released products, if they request by email.

(20) Require them to get certain information they need from your autoresponder, such as price list, customer service phone numbers, price lists, ad rate sheets, back issues of a publication, more details about a product or service, warranty agreements, to subscribe to your ezine, etc.

SOURCE #5 - DIRECT MAIL

As with advertising, if you're currently doing direct mail campaigns and you've been using business reply response cards or 800 numbers, you must now include your web site address and email address in your direct mail. Give your recipients the option of contacting you electronically. Some will use it, some won't, but for those who do, you will automatically have their email address.

In addition, you'll be able to test the results of your direct mail sooner! Email replies take a few minutes, compared to a few days for postal mail.

Tips for Direct Mail

(21) When using direct mail, put your email address on everything that leaves your premises: envelopes, letterhead, business cards, postcards, brochures, booklets, invoices, checks, mailing labels, flyers, scratch pads, promotional items such as ink pens and coffee mugs.

SOURCE #6 - LIST RENTALS

Although the email list rental industry is still in its infancy, there are an increasing number of companies renting email lists of targeted prospects. I cannot currently recommend any particular list company, you can try <http://www.postmasterdirect.com> and <http://www.demc.com> Both of these are known to be very reliable and have competitive pricing.

List Rental Tips

(22) The best way to use list rental companies is to generate leads, not to make sales. I see many marketers trying to close the sale. What you want is for the prospect to respond to asking for more information, allowing you to capture their email address.

(23) Offer a free report, free ebook, free software, free ezine subscription, free ad, free sample or refer them to a web page that allows you to capture their email address.

WARNING

you must respect the privacy of your prospects and customers. I recommend you do not make your in-house list available to others. Even though YOU will be looking for other lists, it doesn't mean you have to share yours!

SOURCE #7 - WEB SITE FORMS

Gathering email prospects from web forms is perhaps the easiest and most powerful way for building your prospect database. It's relatively simple and virtually cost-free.

The only drawback is the volume. Unless you are attracting thousands of visitors a day, you're not likely to get enough prospects from web forms alone. Of course, you can always increase your web traffic through web advertising, display advertising, search engine registration, and other methods... and those certainly help, too.

Web Site Tips

(24) Offer something free for signing up for your ezine.

(25) Run a contest that requires the browser to fill out a form to register.

(26) Set up a guest book.

(27) Set up a Free For All Ad page.

(28) Set up a classified ad page.

(29) Provide free ePostcards.

(30) Provide a reminder service.

All of the above items require the potential to fill out a form, which the output goes to a database at your site. These are now yours to put on your mailing list.

SOURCE #8 - JOINT VENTURES

This is perhaps the most often overlooked method for quickly generating a large list of email prospects. How would you like to leverage the expenditures and efforts of other marketers who are already selling products or services to the same prospects you are?

All you have to do is recognize who else is currently marketing to your prospects then contact them. Create a deal where by sharing their existing customer base with you - or by recommending your company to their customers - they benefit, you benefit, and the customers benefit.

This could take the form of mentioning your company in their email newsletter or giving you permission to send one email message to all their customers.

Carefully consider joint venture arrangements - they can mean near-instant success in the world of email marketing.

Joint Venture Tips

(31) One of the first things you should do is subscribe to as many ezines as you can possibly stand to come into your email box. Most of them are free, so cost should not be a factor. These ezines must be in your target market area. For a list of over 500 ezines, email Gary at Gpach98@aol.com <<mailto:Gpach98@aol.com>>. He publishes an ezine about ezine publisher.

(32) Generate relationships with the publishers of those ezines that you would like to do JVs with. The most successful way to do this is to begin a dialog with the publisher by emailing him positive comments about his ezine or asking questions about a particular resource. You will be amazed at how helpful most of them will be to you.

(33) One common JV among publishers is swapping ads. You run my ad and I'll run yours for an agreed upon number of issues. (Powerful) Provide a plug or recommendation for another publisher's or marketer's product in your ezine for a reciprocal action in theirs. (Powerful)

(34) If you don't publish an ezine, make an agreement with a publisher that does. Ask him to review your product. If he likes it, offer to split the profits from any sales resulting from the JV. (Powerful)

(35) Set up a JV with one or more other publishers by providing a form on your Web site that allows browsers that are subscribing to your ezine, to also sign up for your JV partners ezine. (Powerful)

MISCELLANEOUS

(36) Participate in newsgroup discussions.

(37) Participate in unmoderated email discussion groups - become recognized as an expert.

(38) Insert a signature (sig) file on every newsgroup, discussion group and email that goes out. As a minimum, your sig file should contain your URL, email address and offer something of value to the reader; free report, ezine subscription, or sample product as an example. Your sig file should be limited to about 6 or less lines, 65 characters long.

(39) Submit articles for publication to other ezine publishers and for posting on the Web site of others. This is a very impactful strategy. It gives you credibility and lots of exposure, if you get published. Always add a resource box at the end of your article, very much like a sig file.

(40) Setup your own email discussion group with you as the moderator.

(41) Publish your own ezine. (Double Powerful)

(42) Obtain reciprocal links from similar businesses that are already on the web. You can trade links with virtually anyone, even your competitors. Remember, on the Web, we need to create strategic alliances. Unlike the old business model of "stab'em in the back," while online, we must work with our competitors to normalize the consumers' experience of spending money on the Internet. Our biggest competition is the fear of online commerce in the mind of the prospect.

NOTE: It is a given that in order to be a success and gain any amount of significant respect, you MUST publish an ezine. It gives you an extreme amount of credibility. That is a topic in and of itself, that I will be writing an eBook on in early '99.

CLOSING COMMENTS

This article was not meant to be an all-inclusive guide to lead generation, but to give you some of the easiest, most often overlooked tactics for quickly generating a continuous stream of hungry prospects. The days of spamming to get new leads, is out. Plus it's very risky to the well being of your business.

Although, there are some brave souls who still try it.
You need new customers to grow your business. So pick 4 or 5 and
put them to work for you.

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Top 7 Tips For Skyrocketing The Effectiveness Of Your Email
Marketing Efforts
By Jim Turner
(c) 2000

Using email to market is one of the biggest advances in the field
of marketing to come along in a long time. I can remember the
experiences of my offline marketing efforts: place an ad in a
magazine, wait four to six weeks (or more) to see your ad, the
prospect either calls you or mails you a response card. Gee, I
can't believe that I used to do that.

Along comes email and electronic newsletters: you place an ad and
in a matter of days it goes to your target market. And "bingo,"
in the click of a mouse, your prospect gets your sales message or
free report via autoresponder. What an advantage this is over
snail mail.

In a matter of days you can determine if you have winner or not
and make adjustments to your offer accordingly. This means more
money faster for you!

As you begin to market online, you will hear a variety of
opinions. Some experts tout "Netiquette", or working within the
culture of the Internet. They will tell you that certain forms of
marketing are wrong, becoming angry about this. Be careful of
following opinions - what they advise against may hold the keys
to your success. That is, if you take care to target your message
slowly, to interested prospects.

No matter what way you market, you must work on building your email list. It will be your biggest asset online, leading to more sales and profits - if you do it right.

First contact is a difficult place to establish the proof that you can solve the problem, even if you define it. You may identify the problem and hopefully build up the promise of solving it, but the facts are simple.

It is difficult to get the prospect to part with his money on first contact. You need to develop trust, credibility, and prove that you can provide the solution he wants. And you will make many more sales by mining the real gold of online marketing, the follow up to your customer. Prove you know what you are talking about. Keep in touch with them, with their approval; if anyone objects, why send to them again?

Use your emails to build a relationship; most prospects will not buy until the third or fourth contact. Finally, if you feel like apologizing in your email for contacting them, do not bother. Negative messages will make your efforts worthless for you and your customers. How can they buy something that you are apologizing for?

Email marketing is a consistent and cost-effective way to follow-up with your customers. You need to treat every contact as a significant lead and follow up via email. Here's how to put email marketing into profitable action:

- (1) Build your email mailing list as your primary business asset. Separate those new inquiries, your lead list, from your steady customer list. Finally, keep a detailed remove list of all those people that don't want your messages.
- (2) The goal is to have your customer make first contact, and for you to follow-up. Respect the wishes of your visitor; don't market to someone who doesn't want to hear from you. This could lead to you losing your Internet access and subsequently hurting your business.
- (3) Give them something of real value, a good special report or newsletter, or ebook to encourage them to contact you. If you don't give them something, you won't get responses. Most online businesses fail to give them anything at all.
- (4) Use email newsletters and ezines to contact your customers. Give them enough information but not too much. How do you figure that out? Ask them and test. Don't forget to include your ads in these as well.
- (5) Don't feel up to writing? Sit down with yourself, someone who sells the product or service (could be you), and an interviewer. Sell the interviewer your product or service. Record it. Transcribe it. Save it as a text only file in a word processor. Separate the interview into smaller sections. Email it in parts. You then can email an ongoing, valuable

document that includes advertising, rather than another sales letter.

(5) Create several follow-up letters. First contact is a free report or newsletter. Second contact means checking in to see if they have any questions, and making them a special offer. Third contact should qualify them to see if they want to explore working with you. Don't give up with one or two messages unless they ask you to. Use the intelligent autoresponders available to do your followups: www.smartbotpro.net and www.getresponse.com Each has free multiple followup autoresponders.

(6) Send out surveys or contests; test out questionnaires. Set up interviews. The real goal is to get them to respond to your message. This is how you qualify people. Those that respond are potential customers, but keep emailing those who don't immediately respond as well.

(7) Explore ways to mix faxing, telemarketing, direct mail, and email to provide a diverse approach to your customer. Find the one that works best, but use email and at least one of the other approaches to truly set you apart from the rest.

Don't miss out on the many opportunities to market your products and services that email has to offer. Successful application of sound email marketing tactics can lead to big profits for you.

== Resource Box ==

Jim is the Publisher of WebPROFIT Tips Newsletter and author of the new manual "Online Moonlighting dotCOM" that shows Internet marketers how to build multiple streams of profits online while holding down a full-time job. For more information, visit his Web site at <http://www.webprofitsource.com/ml.htm> newsletter at <mailto:tips@webprofitsource.com>

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Little Known Secrets To Increase Ezine Ad Response Ten Fold Automatically!

by Nathan Lynch

There are 1000's of ezines out there. So You ask...

"which ones do I advertise in?"

You must find ezines with what I call "active readership". Active readership will lead to a higher response rate for your ezine advertising. Everybody wants and needs this for their online business to be a success.

Use the following secrets to explode your response rate and you will be able to negotiate for lower ad rates at the same time.

Little Known Secret #1: Find a list that you would like to advertise in, go to that site and look at how the e-mail addresses are collected.

Your prospects are intelligent people! Something that we know about the behavior of surfers, they are hesitant to make a decision. Fearing spam they hesitate to fill out forms with their paid for e-mail addresses. They will find out anyway to subvert the system and still get their freebies.

Anywhere from 75%-90% of ezine subscribers will type their free e-mail addresses on these forms. Many times these are throw away addresses, which may never be checked again. Your ad may never be seen! Okay, so what are effective ways to get high quality prospects that are active on the net. More importantly "prospects that will see your ad"

Go here...

<http://www.sell-your-site.com/subscribe.html> and examine how taking away a subscriber form and placing just a button adds more "active readers to a newsletter". Once prospects click on the button the publisher gets subscribers dial-up account address. Everybody checks their paid for accounts at least once daily maybe even more. More importantly, these newsletters are read and thusly your ad will be ultimately seen!

Little Known Secret #2: Does The Newsletter Go out Monthly Weekly, or Daily?

The frequency of the ezine is immensely important to the ads effectiveness. How many times a month a newsletter is published is a good indicator as to how the ezine is perceived from the readers standpoint.

An ezine published once a month will get deleted much more often than a weekly ezine. Why? Sometimes a reader just

forgets they are a subscriber of the ezine, sad but true.
An ezine that is published more often with great content will be one of the best bets. Also look for daily ezines to advertise in, these have an active readership and more active buyers in this group.

Now, how are these secrets going to help me? if there is an ezine that does not have these things going for it. E-mail the editor and negotiate with him or her. State the above facts and if your ad goes over well i.e. gets a lot of high quality responses, you will most likely advertise many times in the future. Ask for a discount of up to 50%.

Ezine editors love repeat customers! When looking at the actual price of the ad you now have some great information. Now go out and negotiate!

Nathan Lynch is editor of the "Sell-Your-Site Like Crazy" Ezine. Limited Time Offer...FREE Report: Use Traffic Suction cups called Doorway Pages To "Explode Traffic" To 1000's Of Visitors To Your Site Within A Month! FREE Search Engine Ranking Software(\$149 Value)...invaluable internet marketing e-books and so much more...
<http://www.sell-your-site.com>

15 Tips That Will Make Your Ads, Web Page Content and Sales Letters Rise Above the Crowd and Demand Attention!
by Chuck Crawley

Tip 1 - Know your Product/Service

What are you selling anyway?

A Bookkeeping Service to process your accounting records.

Or

A Service that will REDUCE financial stresses and HELPS build Financial FREEDOM.

Study your product/service and create an Emotional benefits list that you can incorporate into your ads, webpage content and sales letters that **sell** your prospects.

Tip 2 - Write, walk away, Edit and Rewrite

When writing your promotional materials, never put your **first draft** into circulation. Write a draft. Put it away for a while. Come back to it, edit and rewrite it. Put it away again for a while. Come back and let someone else read it, then rewrite it again. You might be surprised at the results.

Tip 3 - Define your audience

Who are you marketing to anyway? If you're not absolutely sure than, **DO NOT** promote your product or service until you do. Marketing in the **blind** is the sure road to failure.

Tip 4 - Tools to use

Simple tools can Make your promotional materials **Shine**. Here's a few that you may already have lying around somewhere.

A Dictionary - use it to make sure that you spell all those words correctly, your image with your prospective buyer may depend on it. (How have I done in this article?)

A Thesaurus - great tool for finding that word that you just can't quite get. It's just on the edge of your mind but your mind just won't let it go.

A Quotes book- Quotes are great for making your promotional materials come alive. Use them to help emphasis important points in your writing.

Tip 5 - Create Great headlines

Before you write your headlines try this little technique.

First review your product benefits list. You do have such a thing don't you? Next spend a few minutes reading great headlines from magazines, books, Classified ads sites, Ezines, etc. Now sit down and write your headlines, lots of them.

This little exercise will help your subconscious to create the Killer headlines that will make you money. Try it out. IT WORKS!

Tip 6 - Use quotes

Use quotes around your headlines and sub-headers. This will make your headlines stand out. It also adds a little personality to your writing.

"How to Use QUOTES in your HEADLINES to trick your Audience"

Sometimes, just a very minor change in your headline can increase your response exponentially.

Tip 7 - Ask questions

Use a question in your headline, opening sentence of your ad copy and in your web page content. Questions always get attention. Questions also gets your audience involved in your copy. Make sure that your question is relevant to your target audience.

Tip 8 - Use the MAGNETIC word HOW

Use one of the most magnetic words of all - "HOW". This word is irresistible. Use it often in your headlines, ad copy, Web page content and sales letters. Use it in combination with other words to really get attention. How to, How You, How I, How this, How money etc. It's magnetic and will draw attention every time.

Tip 9 - Use the MAGIC word YOU

The word YOU is the single most powerful word that can be used in your promotional material. If you're not using this word and using it often, then you will are really *missing* the boat in your advertising campaigns. Your mission, "should you decide to accept it", should be to involved your audience in your copy. So, why not use the magic of the word YOU.

Tip 10 - Substitute words

Always substitute emotional words for technical words in your ad copy. Before you put your ad, webpage or sales letter copy into production, review every sentence and look for words that you can substitute for words that trigger the emotions. Here are a few examples.

The word CREATE can be substituted for the word MAKE

The words THERE'S MORE can be substituted for the word
ADDITIONAL

The word TOUGH can be substituted for the word DIFFICULT

The word WORRIED can be substituted for the word CONCERNED

Use emotional words everywhere in your copy and YOU will reap the monetary rewards.

Tip 11 - Eliminate words

Check every sentence of your copy and eliminate any words that are not necessary. Your copy should always be short, benefits laden, compact and to the point. It's not the length that counts but the impact of the words that you use. Eliminate all those *dead* words and make your copy come *alive*.

This offer will create for you a gold mine that you can mine.

Or

You can create a GOLD MINE that's yours to MINE.

Tip 12 - Know what you want them to do

It's amazing to me how so many ads failed at the most important selling point, the call to action. Tell them EXACTLY what you want them to do. If you've done a good job at getting them to this point than show them

the way to your *most wanted response*. It's really quite simple.

Pick up the phone right now and call this number (999-999-9999).

To get started Today, just click on the link below. It's your ticket to success.

Get on-board Today. Here's how:

Step 1 - Write down this Id number

Step 2 - Go to this Web page and Sign-up

Step 3 - Send a blank email to this email address

Step 4 - Call me at this number if you need help

You tell them exactly what to do and they will follow.

Tip 13 - Get a second opinion

I've made this mistake many times. I wrote my advertising copy, reviewed it myself, spell checked it and put it into production. The next week when the ad came out in the Ezine, I was surprised. The copy was really quite weak and my response was also. Always have a third party review your copy. Tell them what you are trying to accomplish and let them give you their opinion. Try it the next time you write. You might be surprised at the results.

Tip 14 - Make them SEE it

It's been proven time and time again that people buy based on emotions. You must be able to *trigger* those emotions in your advertising copy. Write so your audience can *see* themselves experience what you are writing about. Use words that captives and triggers the *minds eye* and you will get more sales.

Imagine driving to your bank next week with a box stuffed with \$20 bills!

Tip 15 - Put it in the right places

Great ads, webpage content and sales letters can become poor performers when place in front of the wrong audience. Don't make this mistake. If you are not sure who is your target person, then put a HOLD on your advertising campaign until you do. Define your target person and find out where they hangout. Sometimes even poor copy can get *Great* results when place in front of the *right* audience.

These tips are designed to help you get better results from your advertising campaigns. Use them as a guide to help maximize your time and efforts in your next advertising campaign.

This Article was written by Chuck Crawley, editor of the
ADSTPLC Newsletter and Webmaster of the "KILLER ADS SITE".
<http://unionez.net/adsezine/ADSTPLC.html?15tips>
Free Report - Hypnotic Writing
Learn How You can Write Ads That Few can RESIST!
<http://unionez.net/Hypnotic.html?15Tips>

How To Get Professional Ad Writing Advice for FREE by Chuck Crawley

If you'll marketing on the net these days, then I would bet that you could use a little help with your ad and copywriting techniques. After all, your ads are like little robots that go out and pull in traffic for your product or service.

A good robot can *trickle* in a little traffic. A great robot can draw in traffic like ants to sugar! A Killer robot can create an absolute *traffic jam*.

So what is a Killer Ad anyway? Let me explain. A Killer ad is like the Killer robot. It will overwhelm you with so much traffic and sales that you will not know how to deal with it all! Plus a Killer ad can be used over and over again and still produce these same kind of results. In other words A Killer Ad will literally make you rich overnight!

Again I ask. Can you use a little help with your ad and copywriting techniques?

Not too long ago I was working on an advertising campaign for a product that I wanted to promote on the Internet. I had spent several days and many hours trying to create several ads to use in my promotion of this product. My wife came into my office and strongly suggested that I need to take a break and go to the grocery store with her. Reluctantly, I agreed and went along.

While we were standing in the checkout line my wife started to browse through some of the women's magazines that were on display at the checkout line. Since I was just standing there waiting, I reached over and grabbed one of the magazines. As I glanced over the cover page.. It hit me like a ton of bricks! Right on the cover of these magazines were some of the best ads that I had seen anywhere.

They really grabbed my attention! I bought a couple of copies of the magazines and took them home with me. And guess what? I've been buying them every since.

Most of these women magazines plus many of the other magazines that you will find in any grocery store are full of benefit packed, emotional driven ads that sell millions of dollars worth of magazines everyday. Professional ad writers write these ads so why not learn from the pros. Here are a few examples:

YOU may be owed thousands! 6 phone calls that can make you RICH!

Tired all the time? The common disease that may be to blame.

Lose 10 lbs in 2 weeks. On the diet that turns off cravings!

GET LUCKY! 5 secrets of people who Get All The Breaks!

How To Give your smile a youth-lift!

Now tell me that these are not great ads. Much more exciting than most of the ads that I see flowing around the net. Can you learn a lot from reading these ads? You bet you can! Use these ads as guides for writing your own ads. Notice how the words are laid out in each ad. Also notice how they appeal to your emotions. These ads can be a Gold Mine of help for you in your advertising campaign.

I'm not in the business of selling magazines in the grocery store but the point here is that information is always available to you if you know where to look. So why not get some FREE help from the professionals. Creating that once in a lifetime KILLER AD is not easy but is certainly not out of your reach.

This article was written by Chuck Crawley. Home-based business owner for the last 12 years and editor of the ADSTPLC Newsletter (that's ADS That Pull Like Crazy). Your Free subscription entitles you to Free Classified Ads, Free Ad Analysis and a copy of the E-Book, "The Internet Ad Writing Super Book". Come join us today at: <http://unionez.net/adsezine/ADSTPLC.html?MagArt>

The Truth About Earning a \$1,000 or More Weekly From
Affiliate Programs
By Terry Dean

Everyone is talking about them. Almost everyone is a member of at least a few of them. Affiliate programs are hot. You can usually sign up for free and be selling products within 5 minutes. The web sites, sales letters, and order shipping are all done for you. All you have to do is promote.

But...Is anyone making money from these programs except for the affiliate program owner?

It is a surprising statistic when you find out that only around 10% to 20% of affiliate members do enough to ever get a check. Then, only a small percentage of those go on to earn really good incomes from affiliate programs.

It isn't the affiliate program either. Although some affiliate programs have pitifully small payouts (5% to 10%) and limit their members that way, the real problem

comes with the fact that affiliates have no idea how to sell from their affiliate sites. The affiliate owners usually don't have any idea how to help them either.

Since we now sell Affiliate software at <http://www.yoap.com> and I own several affiliate programs myself, I have spent a considerable amount of time studying my top affiliates and the top affiliates in programs all over the Internet.

The principles below are true of almost everyone of the top affiliates in every program I have looked at. If you want to succeed and earn at least \$5,000 or more per month from affiliate programs, then you will have to be following the five steps below. If you don't, it just isn't going to happen...and you have no one to blame but yourself.

1. Create Your Own Web Site.

Although almost every program gives you a web site to use to promote with, you really shouldn't be promoting with that site. The top affiliates always have their own web sites which they promote from. Then, they link to the affiliate program sites.

For example, you can take a look at my top 10 affiliate program pages at <http://www.bizpromo.com/income.htm>

I never drive traffic directly to any of the affiliate programs. I drive it to my site, get their name on my opt-in list, and then promote the affiliate programs. If you are serious about earning profits online, then you will do the same.

Having your own site and linking to your affiliate program gives you some additional advantages as well:

- * You can write up a short two to four paragraph endorsement and testimonial for the site yourself.

- * You can generate subscribers to your opt-in list first (this is the key to Internet profits).

- * If the affiliate program ever stops or changes your link, you still have all the traffic you worked for at YOUR site (this happens quite often).

If you don't currently have a web site, but want to earn through affiliate programs, you need to get one today.

Contact me at hosting@bizpromo.com if you would like to know more about how to have your web site hosted and designed.

2. Generate Traffic

You can't earn a single penny in any affiliate program without generating traffic to your site. No traffic equals no income. Combine the right ingredients of an opt-in list, good site design, and the right sales offer...and your income will be directly proportional to the targeted traffic you generate.

An advantage that I didn't mention above in why you should own your own domain is getting listed with the search engines. The pages given to you by your affiliate program owner aren't going to receive virtually any traffic from the search engines. They won't have top rankings because there are at least 1,000 other pages just like them (from the other affiliate members) and many software programs create pages which can't even be indexed by the search engines.

Having your own domain will give you the freedom to create web pages which achieve high rankings on the search engines. Each of the major search engines such as AltaVista, Infoseek, HotBot, and the others have their own ranking algorithms which change virtually monthly.

You can stay on top of them though by using a program such as Web Position which actually monitors the search engines for you and helps you prepare doorway pages which will achieve the top rankings you are seeking after...and the traffic which comes from having those top rankings.

You can read more about Web Position and everything it can do for you at our site. You can also even download a trial version for the three of the major search engines which is good for 30 days to try it out free. Check it out and download the trial at:

<http://www.bizpromo.com/webposition>

<http://www.bizpromo.com/webposition>

Search engines are not the only way to build traffic to your site. You can trade links with sites, place free and paid classifieds, and even use banner advertising. There are dozens of ways to generate traffic. If you want to make money from your affiliate programs, you will be using them.

3. Start an Opt-In List.

I checked my affiliate members' checks this month and noticed a very interesting trend. All top 10 affiliates have their own opt-in email lists and are pretty aggressive marketers to those lists. They all mail to their opt-in list at least weekly and the number one affiliate this month mails to his list every single day.

That is where my income is coming from also. Over 90% of my income comes through using opt-in email in one way or another...either through my newsletters or through my autoresponders with follow-up. If you don't know how to use email, then you're always going to be living on barely get by street in the online market.

The web sites which I send the most traffic to have one purpose to them...and one purpose only...to sign them up on my newsletter lists. All of the content that I have on my site is for that one purpose.

If you can't get a visitor to sign up for a free newsletter, then you aren't going to be able to get them to fill out your order forms and order. Get them on the list, and then start emailing them as often as you can put out good content (along with the ads).

One tool that I am now using very effectively is Mail Master Pro which is a CGI script you host on your server to hold and send out your newsletter lists. What I love about it is that it enables me to send out a personalized newsletter and even use HTML format if I want. Personalized email will usually get around three times the response rates of regular emails.

You can read more about the Mail Master Pro at:
<http://www.bizpromo.com/mmp.html>
<http://www.bizpromo.com/mmp.html>

4. Develop a Unique Web Position.

Here is a trick to increase your sales from ANY affiliate program, but people rarely ever mention it. Any successful web site finds a way to make their products and or services unique from their competition.

When you are an affiliate though, you have thousands of competitors selling the exact same product at the exact same price. Every other affiliate in that company is your competition!

You will have to become unique if you want to beat the other affiliates competing against you. You may think it would be difficult to do, but it isn't.

All you have to do is add on some extra bonuses to those people who are purchasing from you. For example, if you're an affiliate for a video course, then add in a special free report on the same subject which is ONLY good for those who order from you. Your free report can be emailed to those who order so it won't cost you a penny of your commissions.

If you own an opt-in list like you should, you could give a free ad to anyone who orders an affiliate product from you. For example, you could write that anyone who orders the _____ (you would list the product here) before midnight tonight will also get a free ad (\$30 value) in your newsletter...or three free ads. Buy submission software and submit their site to 1,000 search engines if they order today.

Do something like this and tell your opt-in email list subscribers and web site visitors about it. You will be setting yourself apart from the competition and be giving your purchasers an even better deal than buying from the affiliate owner!

Special limited time offers work extremely effectively when combined with your own opt-in list.

5. Generate Multiple Streams of Income.

If you follow all four of the principles above, then you are going to be able to earn money from many different affiliates programs, and that is exactly what you should do. You should join several non-competing programs which sell products to the same targeted market.

For example, if you have chosen to sell to Internet marketers, you may join:

- * An Internet Training Program
- * A Web Hosting Program
- * An Autoresponder program
- * A Business Opportunity

You can find several programs which target any specific niche group. To see our list of programs, go to
<http://www.bizpromo.com/income.htm>
<http://www.bizpromo.com/income.htm>

You can be earning 3 to 10 streams of income from the same visitors at your web site and subscribers to your newsletters. Having several streams of income helps every visitor to your site be worth more money to you!

Written by Terry Dean... Visit us today at
<http://www.bizpromo.com>

Pick up your Free Unlimited Traffic E-Book containing over 50 Traffic Tips you can use today to get more traffic and sales at your site...Click here to download:
<http://www.bizpromo.com/traffic.exe>

Making Money Without a Product of Your Own

By Betty Ann Wilkins © 2000

Many people will try to convince you that you need your own product or service in order to make money. Do you believe that? Isn't it a bit strange that most of the people telling you this are selling information on how to develop your own product. Believe me that is no coincidence, they are just trying to sell their own product. Naturally, if you have your own product/service you should make more money but that does not mean that you cannot make money through affiliate and reseller programs.

As a matter of fact, the majority of online marketers who are making their living or are building a major secondary income online, are doing so through affiliate/reseller programs. Don't believe me? Just take a look at the Net Detective affiliate program. They have over 30 affiliates who are earning between \$1000 and \$20,000 a month. This type of thing is not all that unusual when the affiliate makes an effort to promote the program.

To make money with affiliate/reseller programs you need to use specific methods which I will explain. Some programs will earn you only a small amount while others will earn you hundreds, even thousands. It is all a matter of the amount of time and effort you put into marketing the program.

Over 90% of affiliates never make any effort whatsoever after signing up. I believe this has to do with a lack of knowledge and understanding of how to market. There is also the fact that way too many people really believe that magically they will earn millions without ever lifting a finger once they find that one "perfect" opportunity. Those people need to realize that is just a dream that will never come true. You must put effort into anything you wish to accomplish.

If you would like to build a substantial income through affiliate/reseller programs you must believe in yourself. If you do, please read on to learn what else you need in order to become a successful affiliate/reseller.

Only Promote What You BELIEVE in

Find a product/service that excites you. Your excitement will show in your communications with your prospects. Personal recommendations and testimonials are what make people buy. If you are excited it will show in the ad copy you write and spark the interest of your prospects.

Personal Endorsements

Testimonials and personal endorsements are much more noticed than a banner or pre-written ad copy found in hundreds of other places. Request feedback from all of your buyers. Ask permission to use their words of praise. Get and use as much

positive feedback as you can about the product and program. Do not forget to use your own personal experiences with the product and program. Nothing beats a personal endorsement!

Advertise in eZines

E-zine ads are the most effective way to reach your prospects. Even if you publish your own e-zine it is a very smart move to buy or barter for ads in other e-eZines.

Sponsor ads and Feature ads cost a bit more than the average classified ad but they are set apart from the rest of the ads, tend to get more visibility and are usually allowed more space.

Another very effective way to reach your prospects is through articles. Yes, you can write an article or two concerning the merits of the product/service or program. Just be sure to keep in mind the "What's In It For Me" principle. The best way to turn a prospect off is through blatant advertising. If you keep the reader's interests in mind while writing and submit your article to numerous e-eZines you should get a huge response.

Exclusive/Solo Mailings

This is most probably the best form of advertising. Your ad is sent to a publishers list all by itself, no competition. If your ad copy is well written and is sent to a well targeted list, you will see a major amount of activity within a few hours after the ad is sent.

Be Smart

Take your time in choosing the program(s) you are going to be putting your time and money into --- some just won't sell no matter how enthusiastic you are or how good of ad copy you write.

Never send unsolicited e-mail. It could cause you to lose everything you have worked hard for.

Advertise - Advertise - Advertise everywhere you can and every chance you get.

Automate as much of your work as possible.

Always be on the look out for new ways to market and promote by reading e-eZines, visiting websites, and listening to the feedback you receive.

Be creative - experiment - follow your instinct and you too can be receiving large checks from your affiliate/reseller program.

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A Guide to Choosing An Affiliate/Associate Program
By Betty Ann Wilkins © 1999

What exactly is an Affiliate Program, you may ask.

Associate and affiliate programs are turning out to be the fastest growing area of E-commerce. They allow website owners to partner with retailers and offer products and services to their visitors. It's a mutually beneficial relationship that can generate a wide-range audience for the seller and a hassle free income for the associate. The seller processes all orders, handles shipment and provides a commission to the referring website owner. The affiliate or associate promotes the sellers business through banners and text links at their website and through advertising in Ezines, Free Classifieds, etc.

Before joining any Program there are a few things that you need to consider.

1. Does the program compliment your Website?

Be sure to select a program that would be of interest to your visitors. If your website is about golf you would select a program that would be of interest to golfers. There are a few programs that appeal to a very large audience that would compliment any site, such as Internet Personals and Internet Auctions.

2. Is the Program Completely Explained?

Be sure you know all the terms and conditions before joining.

3. What is the Commission Plan?

Is the commission percentage offered and the minimum payout going to be easily achieved?
Will you have to wait months before you reach the minimum payout amount to receive a check?
Make sure you understand the compensation plan.

4. Do they provide sales material and support?

Most programs offer banners and will provide example html and text links. Examples of E-zine ads and Free Classified Ads are becoming more common and are very helpful. Try to make sure the sales material gets updated regularly.

Tips to Promoting Your Affiliate Program

Do more than just placing a few banners on your website. This will only generate a very small income. You must promote your website and affiliate programs on a daily basis.

Personal Endorsements with a text link produce much better results than banners alone. Be sure to use personal endorsements.

Advertise your website and affiliate programs in e-eZines and newsletters. They produce the best results.

Advertise at Yahoo at least twice a week. Placing ads with Yahoo will generate lots of traffic to your own website and your affiliate sites.

Always apply what you have learned about advertising and promotion from online sources such as websites, e-eZines and newsletters.

Resources for finding good Affiliate Programs:

Affiliate Options <http://www.the-work-at-home.com/ao.htm>

Associate-it <http://www.associate-it.com>

Refer-it <http://www.refer-it.com>

Associate Programs <http://www.associateprograms.com>

*This article available by autoresponder at:
mailto:article_6@sendfree.com

Betty Ann Wilkins, Publisher/Webmaster
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Developing a Marketing Strategy That Will Earn You \$3000.00
(or more) From Associate Programs!
by Dr. Bill Nieporte

Associate Program (APs)) are the hottest moneymaking opportunity available today. Easy to join, you can be up and running within an hour.

Despite the ease of joining, however, most AP members never make any profit. In one program from which I earn (on average) \$3,000.00 monthly. I have also recruited 75 associates to join this program. What I recently discovered is that 68 of them HAVE NEVER made a sale.

This article is written to help those who have never earned profit. I will introduce five of the essential marketing strategies you must adopt NOW to earn big profits from Associate Programs.

Pre-sell Your Product

Most APs provided its Associates with a free website complete with all the essential elements of a effective online sales presentation (sales letter, testimonials, free bonuses, order processing, guarantees, etc.) If this material is well crafted, it will result in the conversion of a large percentage of your site visitors into product buyers (called the CR or conversion rate).

You can increase your CR if you learn how to *pre-sell the product* before people visit the main site. As an owner and advocate of product X, you are in a position to provide a personal endorsement - the single most effective strategy for successful AP marketing.

There are several ways to share this endorsement. You ought to begin by creating several "pre-sell pages" on your own domain that contain your endorsement. You should also be prepared to share your endorsements with your opt-in email list. Both of these topics will be addressed in a moment.

Procure Targeted Traffic

Once you've got your "pre-sell page" you need to get traffic to your site. Without traffic there will be no sales. The trick is to attract the right kind of traffic - people who visit your site interested in what you are selling.

Suppose I market a company the best tasting doggie bone ever developed. What would be better: attracting 1 million cat lovers to my site or 5,000 dog lovers. In this case bigger is not better!

This is why you must create your own "pre-sell pages." It allows you to build pages that are indexed by the search engines using different search criteria that will allow you to target a particular niche market.

Suppose you are selling a product that helps people write a more persuasive sales letter. What niche market can you address that needs such knowledge? Right now I am preparing a marketing plan geared toward the clergy - many of whom are called upon to write letters to raise funds for various ministry endeavors. Most have no clue how to write those letters - but I have a product that can help!

Do you see the potential here?

Prove Your Worth

The Internet is full with many scams and shams. People need proof that they are not being "taken for a ride."

My best selling AP recently introduced a free e-book that they could easily sell for \$50-\$100. It is being given away, however, to prove the worth of the main program.

Do the same thing for your program? Write an informative article about the subject addressed by your program. Include a link to your "pre-sell page" in your resource box. Submit it to Ezine editors for possible publication. This strategy works!

Position Yourself Above Your Competitors

Why should a person buy from you rather than one of your competitors? You need to provide them a compelling answer to this question. You must create an offer (within the guidelines of your AP rules) that will convince somebody buy from you.

Do some inventory. Explore what you can offer that your fellow associates can't provide. Perhaps you can give them a product you've created and sell as a free bonus when they buy from you. It might even be possible for you to use a portion of your profits to "gift" them into another program or business you represent. Maybe you can offer a 30-minute consultation in a field of expertise.

Suppose you market a product that pays you a \$100.00 commission each sale. Also suppose you get five sales per month - or \$500.00. Next imagine that your bonus will cost you \$20.00 per sale--but net you five additional sales! Which would you prefer: 5 x \$100 or 10 x \$80? Now if you selected the first option, please unplug your modem and turn off your computer. :)

Publish Follow Up Marketing Materials

Recently I got this note from one of my Ezine subscribers:

"For a couple months I've been reading about your endorsement of *product X.* Several times I visited your site - but never paid for the program. In your last message, however, something clicked and I went right over to place my order. Now I am writing just to say thanks for pointing me in the right direction!"

This note reveals several important marketing lessons you'll need to learn to succeed in online marketing!

- 1) You need to have several ads and endorsement ready for each product you represent. Marketing is an ongoing process, not a one shot deal!
- 2) You need to have a automatic delivery system ready to share your ongoing marketing materials with prospective buyers. There are many follow-up Autoresponders on the Net. Get one!
- 3) You need to effectively manage an opt-in list of people who are willing to receive your marketing information. You will find a valuable free tutorial aimed at helping you start your own Ezine at <http://ezinesuccess.com>

Despite all the ads I purchase, pages I submit, and links I exchange, my number one source of profit comes from being the editor of an Ezine.

Dr. Bill Nieporte is editor of "The Success In Life Newsletter."
Subscribe by visiting <http://ezinesuccess.com>

Read the bizarre experiment about the "Internet Marketing Guru who Couldn't give Away \$100 Bills!" The full story is at http://www.roibot.com/w.cgi?R250_free1

Affiliate Income Booster Techniques by Chris Small

The biggest source of my online income continues to be from participating in and promoting Affiliate programs. They provide a steady flow of checks to the mail box. Some of these checks are for just a few dollars, and some of them are for several hundred dollars. But all of them are a direct result of the principles that we will be discussing in this report.

The simplicity of representing a ready made marketing concept is truly enjoyable. All the hard work has been done in advance by the company. Your job is simply to market the product or service.

Please note that while this article is not intended to offend anyone, it is going to be direct and to the point. The candy coating has been removed.

It always amazes me when I look at the stats of People who join Affiliate Programs. Over 90% of them do absolutely nothing. They don't even so much as click onto their own affiliate page. Some of this may be due to a lack of knowledge or understanding of the process. Some have the impression that simply signing up will make them a success. But, the biggest reason, in my opinion, is that they just lose interest. They only have as much interest as it takes to get signed up and hope that the company or their upline will make them rich. They decide to "give it a try" and see what happens.

Basically, what it boils down to is that the new affiliate marketer must believe in the program AND IN THEMSELVES enough to take some serious action. Now if you are the type of person who is very intent on building a big affiliate income, keep reading. If you are only casually interested in Affiliate success, this article is not for you.

PROMOTE PRODUCTS AND SERVICES THAT YOU BELIEVE IN

First of all you must find a program that gets you excited. Yes, even with the anonymity that the Internet offers, your enthusiasm will be reflected loudly in your written words. Remember this, 'most people will make their purchase because of a testimonial or personal recommendation. Simply pasting pre written company materials is not going to yield the number of sign ups and sales that you want. You are going to have to communicate directly to the heart of your prospects. In order to do this effectively, you must exude enthusiasm and confidence.

USE PERSONAL ENDORSEMENTS

Personal endorsements and testimonials are going to provide far more credibility than banner ads and pretty pictures ever will. You must have them. Write your own. Ask your customers for feedback. Ask your upline for their testimonial. Ask your downline. Get as many legitimate words of praise for the program that you are promoting as possible.

Have you ever seen the ads that read; "I lost xx pounds - ask me how". They are everywhere; in newspapers, on buttons that people wear, laundromat bulletin boards, bumper stickers, etc.. As distasteful as they may be, they are a testament to the power of personal testimonials.

UTILIZE THE FULL VALUE OF EZINES

The most effective way to reach your prospects is through ezines. I won't go into all the reasons why you should have your own, there are already many fine articles on that subject. Let's just say that if you don't publish your own ezine, then you will have to pay someone else who does to present your marketing message. Even if you do have your own ezine it is very wise to buy or barter advertising space in other Internet newsletters to increase your exposure.

There are several ways present your message in ezines. The most common, but least effective, is through the use of classified ads. They do work, and are cheap to buy, but you will see far better results with a higher profile ad. Placing your message at or near the top of the publication gives it a much better chance of being seen. These "Sponsor Ads" or "Featured Ads" not only stand out from the rest of the ads, but they carry more credibility too. Also, many publishers will allow you to include more copy in the higher paying ads.

In your own ezine you can take liberties and write full articles that discuss the merits of your affiliate program. This can be a very effective method, but you need to remember to write it with the readers interests in mind. Nothing turns people off faster than blatant self serving commercials. Always use the WIIFM principle. The reader needs to know, "What's In It For Me".

THE BEST METHOD

The absolute best way that I have found to promote any product or service on the Internet is by sending out special news releases or time sensitive updates to a targeted list of opt-in ezine subscribers. These solo mailings are separate from the regular ezine. They focus only on one program, or aspect of it. The results are astounding. Usually within a few hours you will see 90% of the action. If the copy is written well you can see a very high response rate.

USE YOUR STATS

One last method that helps me to focus my promotions effectively is simply to study the site logs and stats pages. Many Affiliate companies will provide you with a program stats page. Most of them are only about hits, sign ups and income. This is good information to know, but it doesn't let you know which ads are working the best. That's why I like to create redirect pages on my site that are trackable in my site server logs.

Here's how it works. You create an ad for XYZ affiliate and place it in an ezine (or on a web page). Instead of putting in a link to your affiliate page address, you would create a page on your site that automatically sends the visitor to the affiliate page. Each ad that you use would lead to a separate redirect page. There are two main benefits to this. 1) The link address is going to look more professional and probably shorter. eg: www.yourdomain.com/xyz3.htm. 2) You will be able to see in your server logs which ads are drawing the most hits. For more information about the mechanics of this, read one of my previous articles "Little known Secrets of HTML" at <http://www.addme.com/oct0599.htm>

BE WISE

One caveat. There are literally hundreds and hundreds of Affiliate programs floating around on the Internet for all kinds of products and services. Some of them are dogs. They just won't work, regardless of how well you promote them. Be wise in selecting the one(s) that you are going to invest your time and money into.

When you find a good one, practice the above methods, along with your own creativity and enthusiasm, and you too will experience the joy of opening envelopes with large checks in them. I look forward to reading YOUR success story.

Chris Small is a cyber entrepreneur and host of the very successful 'World Deal Center'. His main website is <http://www.WorldDealCenter.com/>

Chris invites you to sample his ezine WebSmarts for FREE. To receive your copy just send an email with "Subscribe WebSmarts" in the subject line to <mailto:chris@worlddealcenter.com>

How long should you promote an affiliate program...
before you make the decision that it just isn't going to work for you?
by Chuck McCullough

Let's face it, no matter how well a particular product may do on other websites, it just might not be right for yours. Statistics show that only a small percentage of affiliates for any given program actually make any money. What happens if you are one of those that falls into the category not making money? Is it time to take down the site and let the domain name registration expire?

No way! But it just might be the right time to make some changes to your strategy. Analyze your website and the programs that you have signed up for. Determine which of those REALLY appeal to your target audience. I said REALLY because I want you to look at the programs from the viewpoint of your visitors, not from the viewpoint of which ones are supposed to make you the most money.

There's a lot of advice out there on which programs to pick for your website, highest commissions, monthly payout, online reporting, etc, etc, etc. The fact is that you don't always have that choice to make. You need to concentrate on the products that your visitors will be the most interested in. What programs compliment your website's content and theme are much more important than signing up for every program promising to make you rich with only one sale.

I'm a great example of the above information. One of my websites caters to a highly targeted audience. I have tried many affiliate programs and advertising solutions on that site over the past two years. You know which program consistently beats all others? Amazon.com!

I get paid quarterly not monthly (make that a month or two after the quarter has ended), I only get credited for that visit, not repeat visits, and up until about a month ago had to wait until Monday of each week for my emailed statistics.

Believe it or not boys and girls, Amazon.com doesn't fit into the 'model affiliate program' mold that we read so much about. Now, I'm not trying to be hypocritical here, I too feel that you should do your best to find quality affiliate programs that offer all of the above benefits and then some.

I'm just trying to tell you that if you find a program that really appeals to your target audience, you CAN make some money with it. Don't pass up products that your visitors would really be interested in just because they don't pay you enough. Because if your visitors really do purchase from a particular program and you can show consistent sales you will be able to appeal to the merchant and ask them to increase their payout to you.

This happens a lot in this industry, especially if it is a good fit for both sides. Worst case you might be able to get away with telling them that if they don't cooperate with you, you're going to change to another program. Chances are they don't want to lose your business, and they will work something out for you.

So now we've done the easy part and dumped the programs that we know aren't appropriate for our site. What about the ones that are fairly targeted to our content and that our visitors might be interested in? How do we know when the amount that we are going to earn doesn't justify the time and effort to promote a particular program?

I once read that you should give at least 3000 impressions to any given program before making the decision to keep it or drop it. I don't quite agree with this statement. According to this, I post a banner on my site, and if it hasn't made me any money by 3000 impressions, dump it.

We all know (at least I hope we do!) that there is much more to being successful with affiliate programs than just adding banners to your rotation.

So how do we set a benchmark? This has to be determined by you. It is based on your website, your visitors, the program, and the amount of effort you have put into promoting the program.

Have you blended the product offerings in with your content?
Have you given personal recommendations for any of the products?
Have you displayed the links and/or graphics prominently so that the majority of your traffic has a chance to see them? Have you mentioned new product offerings to your newsletter subscribers?

If you can answer yes to the majority of the above questions, then you can make a determination as to how long to try the affiliate program. If you've done these things and your visitors have passed right by the offerings for a decent time frame and nothing has happened...its time to move on!

Find another program and give it the same due diligence. If you do this with each and everyone of your targeted programs, you WILL find a program that will perform for you!

This process should be familiar to you...many, many internet marketers preach this concept...simply known as...TESTING!! Your online career is a series of continual tests. Try one product, if it doesn't work for you, get rid of it and try another one.

After you have done this testing, then and only then, can you say "When" to an affiliate program.

Article by Chuck McCullough of AffiliateMatch at <http://www.affiliatemark.com> where he provides tips, articles and useful information on how to become successful with affiliate programs. You can subscribe to his Free Newsletter by sending a blank email to <mailto:newsletter@affiliatemark.com>

Is Anyone Earning a Living from Affiliate Programs?

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With the increasing popularity of affiliate programs it is not surprising to find everyone is jumping on the band wagon and joining one or several affiliate programs, with the hopes of earning enough money to quit their day job, or at the very least provide them with a nice supplemental income.

Now this is good news for the affiliate program owners. Affiliate program owners see a continuous increase in revenues generated by their affiliate sales force who are spending their own time and money touting the affiliate program owners products and services all over the Internet. Best of all, with the exception of what they paid for their affiliate software, the affiliate program owners do not have to spend one extra cent on their affiliates/sales reps, or in many cases not even have to give up a good deal on the commission pay outs for all this new business.

But what's really in it for the affiliate? Well affiliate program owners will tell you only 5% - 10% of the affiliates are making \$1,000 to \$5,000+ a month working their affiliate programs.

What makes it work for so few and not the other 90%- 95% is that they have incorporated most if not all of the following strategies into their marketing plan. These strategies will work just as well for one affiliate program as they will for several.

1. Choose Wisely.

Select affiliate programs from well known established companies that have a reputation for delivering quality products and/or services. Ask for references and testimonials before joining if you are unsure. Any reputable affiliate program owner will be happy to give out names of people to contact if they have nothing to hide.

Choose a program that pays you 25% or more on your personal sales, and one that pays residual or recurring commissions. Those that pay on your additional tiers are even more attractive, as this becomes a way to build residual income over time.

2. Create a Website.

It is a very good idea to create your own web page on your domain which links to the self replicating web site the affiliate provided for you when you joined their program. Prospects are more likely to buy from a web site they know and trust, rather

than the obvious reseller URL. Bringing the prospect to your web site will give you the opportunity to offer a further endorsement of the product or service before sending the prospect on to the affiliate's website. This strategy also serves a few other purposes as well;

- you will have the opportunity to request the prospects e-mail address for your opt-in list,

- introduce the prospect to any other affiliate programs you may be promoting,

- give you a more professional appearance.

For an example of this type of front-end approach, take a look at the web page I have set up for this purpose, <http://wealthinmind.com/marketing.html>

3. Get the list, the list, the list.

No other promotion will serve you better than obtaining your own opt-in e-mail list. This can be done by creating your own newsletter or ezine. For those of you that just bristled when reading this, I can tell you as a publisher of a newsletter, you can do it. If the thought of publishing a full blown newsletter overwhelms you, then think about creating and maintaining an email broadcast instead to obtain opt-in subscribers. Everyone has either a special interest, skill, or talent that can be put into a tips email daily or weekly e-mail broadcast. This is all you need to get your opt-in list started.

4. Generate Traffic to your Website.

I want to emphasize "Your Website" not the affiliate's website. Having your own website will give you more opportunities to influence the prospect into becoming a Buyer. Most buyers do not buy on the first message. Having buyers come to your website from an Ad (first message) you placed instead of linking directly to the affiliate's website, is providing you with one more opportunity to sell the product or service using endorsement before sending them onto your affiliate website for the close.

5. Add Value.

With all the competition you have from other affiliates selling the same product and services that you are, it is a good idea to differentiate yourself from the fray. This can be done by offering something free with the purchase of the product or service. Generally a free subscription to a newsletter, a free report, or an ebook can generate enough interest for the prospect to take the extra step and click on your link.

6. Say it in a different way.

Almost every affiliate program offers their affiliates Ad copy to use when advertising. Generally there are no more

than 3 choices. In this highly competitive market you cannot expect to draw the interest of many "would be" prospects by serving up the same Ad copy they are seeing day in and day out from Ads placed by your fellow affiliates. A good affiliate knows their product and all the features and benefits associated with it. It is the salesperson who takes the time to learn everything there is to know about the product or service they are selling who has no trouble coming up with original compelling Ad copy which expounds upon the features and benefits of what they are selling and entices the prospect to look more closely.

(Virtualis is a highly respected web hosting company where I have my website hosted, they offer an excellent affiliate program, and specifies the following to each affiliate in their welcome letter;

"To ensure that you as a VR(Virtualis Rep) have the correct information necessary to effectively sell services for Virtualis, we have the VR Test. Although this test is not (yet) mandatory, if you do not take this test, you will not be able to partake in much of the VR community such as posting to the Board, chatting in the chat rooms, viewing your commissions, voting, and more. The test is not hard and will enhance your Web knowledge (if needed) and Virtualis knowledge tremendously".

This drives home the point, that top salespeople know how important it is to know their product or service inside out.

In summary, do your homework about any affiliate program before joining, advertise a unique message for the product or service, present it on you own personal web domain, and add value.

Lastly, give it TIME and be PERSISTENT.

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Diane Leonte is a Business and Personal Coach,  
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"Are You Are Ready To Get What Matters Most To You?,  
If Not Now.... When?"  
~~~~~


PROFITING FROM AFFILIATE PROGRAMS

By Jim Turner

(c) 2000

The old saying in marketing applies to affiliate programs: there are two important keys to any business:

- 1) Making the right offer, so that it clearly outlines the benefits to the prospect
- 2) Making that offer to the right list, the people who are interested in the product or service.

If you are looking to select affiliate programs, there are numerous sites popping up all over the Internet. Many great directories are out there in a market that is fast becoming crowded. Two of the oldest and most reliable Web Sites to look for affiliate programs are:

Refer-It, <http://www.refer-it.com>; they judge the top affiliate programs and ranks them. Also, check out Rick Bier's Web site <http://www.2-tier.com>

AssociatePrograms, <http://www.associateprograms.com> which is run by Allan Gardyne and is a rich resource of information on the subject.

Before we begin, remember that there are two ways for you to affiliate with these programs:

- A. At your own Web Site, which you update periodically to reflect changes in your product line and marketing;
- B. Via your email/ezone list, which can operate without a Web Site.

You would be surprised how much more effective a good ezine/email list is than a Web Site. Web Sites are important but don't expect your visitors to be so energetic that they seek you out. If you have a Web Site, be sure to capture email addresses of your visitors and remind them to come back.

Most affiliate program providers seem to be in love only with banner advertising at your Web Site, which is not necessarily the best way to go. Banner ads get a small amount of traffic and sales generated (see the next chapter for details). Consider this when you are choosing an affiliate program.

Here are the guidelines to follow when selecting an affiliate program:

- 1) Get paid well for whatever you do.

Make sure that you have a good selection of products to choose from. If you are selecting more than one affiliate program, make sure they fit together logically, i.e., don't sell flowers and

hunting gear. Many programs being offered up today are two-tiered. This allows you to get paid off the efforts of others that you sell to. Include in your portfolio a few big ticket items. You don't need to sell a ton of those to make a couple hundred dollars.

2) Select your affiliate program based on your target audience and your ability to contact them.

Be wary of signing up for every program under the sun and hoping that a few will work out. Even though most of them are free, the cost in your time and lost customers is tremendous. Confusing people by posting as many affiliate programs as possible will not work. However, it does make sense to promote programs that compliment each other. For example, a lead generating program and a book marketing program. The person buying the book will need leads also.

3) Make sure that the sign up procedure is easy to fill out.

If you find it complicated to begin with, you may find it hard to work with the affiliate provider long term. Also be careful not to pick up an extra workload with an affiliate program.

Amazon.com, for instance, insisted that people only promote recommended books at their Web Sites. While the logic is good (an endorsement is much more powerful than simply posting a banner ad at a site), the delivery was flawed. Affiliates wanted an easy way to send traffic to Amazon, even if they got paid less. The result was a growth of this program to include raw links and searches from other Web Sites at a reduced commission.

4) Spend ample time finding the products that you want to promote, not just because they are popular.

Don't sell anything you don't really believe in, or from a company that is not reliable. One bad experience can ruin your customer's opinion of you, even if it is the affiliate company that is the source. There is a provider that I recently became involved with and less than a week later, they ran into all kinds of problems handling the enrollment load. They had to discontinue adding new people. They were not prepared for the influx.

5) Check the way the affiliate program tracks and records your orders.

Do they offer you statistics, email notification, and are they good about paying on time? I have one affiliate program that has not paid me for a sale back in January. I'm waiting to see what their accounting department has to say. Read about the rules and the system they have set up. Do they offer a third party auditing service? Have people complained about this service? You can usually find out from others about a program by posting a question on a forum related to online marketing. A good one to join is <mailto:the-toolkit-subscribe@onelist.com>

6) Do they give you the marketing tools to help you sell more?

Look for banner ads, free reports, text ads that you can use in an ezine or classified advertisement. The more you have to create, the bigger the burden on you. But also keep in mind that if you are really selling well with a company, you should look for innovative ways to incorporate this into your business. Are they willing to go along with your innovation?

7) Finally, make sure that you have some way to generate long term revenue.

Few affiliate programs can afford to generate traffic back to your Web Site. Do your best to capture information about your visitors and your buyers. If you find that someone bought via your Web Site, send them a thank you note as well. If you let the affiliate provider do all the work, you will lose a long term customer. Make sure you build your customer list.

== Resource Box ==

Jim is the Publisher of WebPROFIT Tips Newsletter and author of the new manual "Online Moonlighting dotCOM" that shows Internet marketers how to build multiple streams of profits online while holding down a full-time job. For more information, visit his Web site at <http://www.webprofitsource.com/ml.htm> or subscribe to his newsletter at <mailto:tips@webprofitsource.com>

Testimonials and Bonuses: The Greatest One-Two Punch To Extraordinary Affiliate Sales!

Nathan Lynch © 1999

Question: which factor would most sway you to purchase a product or service on the net? Lower price or a fantastic testimonial.

A heart-felt honest testimonial is hands down the best way to get a prospect to buy.

The importance of seeing one another's testimonial is one of the biggest reasons people purchase on-line and off. Combine this with your own unique selling proposition and see your affiliate sales explode right before your eyes!

People love to see someone having success with a product or service. Just look at Brad Ricdale or any other informational guru. Most of the half hour long commercials are made up of testimonials.

Why is this even more powerful on the Net?

Well, the 'Net' is impersonal and sometimes intimidating. Lets just take for example someone coming from a search engine. He or she are looking for some product or service that you have. This is probably the first time they have seen you or heard anything about you or your affiliate they are less inclined to buy.

Even the seasoned internet surfer, or in this case, an internet marketer will hesitate to buy if there has not been enough information provided or if they do not feel comfortable with you or your affiliate. Put your prospect at ease and your selling will be more effective.

Hint: A testimonial from a fellow webmaster or a personal endorsement in an ezine will pay incredible dividends. This is the missing ingredient when selling products or services on the Net. Create trust on the net and thrive not just survive.

Now lets combine this incredible testimonial with your own USP (Unique Selling Point) or, as I call it your "Unique Selling Position". Once you offer your unique selling position to the prospect you have put your product or service in "A Unique Position to Sell!". Make sure that it is totally different from what anybody is offering and if the prospect perceives it as ultra-useful you've got a winner on your hands. Combine some software, e-book or information that the prospect may feel adds value to your product or service. Voila! Guaranteed Sale!

Why?

Because know one else does this. People just think that if they get a lot of traffic to their site and put up an affiliate's banner that the orders will just come flooding in. Wrong! Give more than anyone else and watch your sales shoot through the roof!

Now Take Action! Good Luck and see You at the Top!

Resource Box:

"The Most Powerful Click I Have Ever Made On The Net!"
<http://www.selllikecrazy.bizland.com/testimonial.html>

HOW TO USE AFFILIATE MARKETING TO ENSURE YOUR SUCCESS

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I've been thinking about how affiliate marketing has been shaping online business recently and it occurred to me that with so many new businesses coming on the Internet everyday that now might be a good time to provide an affiliate marketing overview while going easy on detailed initiatives.

Lets start with the simple formula for business success and then apply it to how we can use affiliate marketing to increase your business revenue.

THE 3 STEP FORMULA FOR SUCCESS

It doesn't matter what business you are in; business success will always revolve around a simple 3-step formula. Merchants need to acquire so many nonqualified prospects (step1) to turn them into qualified prospects (step2) to make so many new sales (step 3).

Once the merchant achieves step 3 (the sale), the merchant starts the cycle all over again. Selling has been and always will be a numbers game. Accordingly, there are always two determinants of sales success. The first key is to reduce the time it takes to get from step 1(unqualified prospects) to step 3 (a sale). The second key to success is to multiply the amount of times the merchant completes this cycle. Affiliate Marketing expedites this process.

In its basic form, Affiliate Marketing is a form of "Revenue Sharing" that occurs when a web site agrees to sell/advertise or promote another businesses products or services in exchange for a commission. The parties involved are typically called "Merchants" and "Affiliates". Merchant sites are those sites that pay other web sites for sending referrals or sales. Affiliate sites are those sites that earn commissions by referring customers to the merchant sites. A single web site can act as both a merchant and an affiliate. In fact, as Business 2 Business E-commerce

continues to grow the definition of what a merchant and affiliate is will blur.

Affiliate programs are an invaluable part of the marketing success for online merchants and are reshaping how business is done over the Internet. With online sales expected to dominate overall retail sales from this point in time on it's critical that all companies and webmasters learn how to maximize its potential, efficiency and effectiveness.

To understand the importance of affiliate programs for online merchants, it is crucial to review how merchants have advertised in the past. Previously, a merchant paid outrageous prices for advertising with no guarantees of performance. They HOPED for sales and paid on advertising effort, not results. With Affiliate programs, the merchant only pays for an ad if and when a sale is made. This is a marketers haven and properly used this type of performance-based advertising is extremely profitable for all involved.

There is one Universal Truth in business: everything you do brings you closer to or further away from a sale. Either an action performed by your business helps expedite present and future business or it suggests to a prospect or customer that they should be doing business elsewhere.

Having an affiliate program immediately moves the merchant closer to a sale by removing step 1 (the time draining practice of attracting nonqualified prospects) from the equation. Now a merchant literally can have hundreds, even thousands of affiliates selling its products and services to an audience targeted to its particular clientele within days of starting their affiliate program (especially when using one of the affiliate solution providers who recruit affiliates for you.)

Merchants can easily accomplish this without incurring the advertising, recruiting, managing, tracking, payment and overhead costs typically associated with adding new salespeople. Best of all, merchants can do it all from any computer that has Internet access in the world, with a simple web interface, in just seconds. This will bring the merchants more sales and in less time than they ever dreamed possible.

Thom Schlip is the CEO of PlugInGo.com, a leading affiliate program provider, specializing in small and medium size businesses.

For more information on PlugInGo.com, visit the website at: <http://www.plugingo.com/>

How Much money Can I Make As An Affiliate? by Thom Schlip

The ultimate question for anyone looking to increase their online income as an affiliate is going to be, "How much money can I make?"

My first response to that question always is, how much time are you willing to invest in learning how to position, market and sell the programs you represent. If you don't put time in you won't get cash out. But, lets assume that you're willing to educate yourself on the basics of affiliate marketing and you're dedicated to making your site a success.

You'll find that every program is different largely dependent upon the margins that a particular business generates per sale. For example, the margins in a sale of a computer part may only be 5%, so if the part is sold for \$100, the merchant makes \$5. Out of that \$5 if the commission they pay out is 2%, you make just 10 cents.

However, an Electronic Book (almost all margin) may sell for \$100, but the commission is 30%, you net \$30. Now you have to ask yourself do you want to sell 300 computer parts or do you want to sell one electronic book to get the same commission. My experience has shown me that its just as hard to sell one computer part as it is to sell one book. Do you really want to sell 300 for the same commission? Do you have the time? Does it even make sense to try?

Don't underestimate the importance of asking yourself this question. It may determine whether you succeed or fail.

My next question would be, am I receiving a one-time fee or am I generating a recurring revenue stream (Residual income) from the company I'm partnering with? Again, whether a company offers recurring revenue usually is decided by how much margin that particular product affords.

Me, I like recurring revenue, nothing burns me more than bringing a new customer to a merchant and knowing that they are receiving a consistent revenue flow and I'm not especially when I brought them the business.

This point also includes when a prospect doesn't buy on the first visit (most don't). If a prospect turns into a customer a month from now, I want to be rewarded and you should too. Having been on both sides, I can tell you that impulse buys rarely happen. People like to check the product or service out 99 out of 100 times before they purchase. Anyone who's been on the merchant side of the equation knows this. They are aware that they are sticking it to the affiliate by not paying on sales from prospects that come back later and turn into customers (Not good business sense because you have the power to choose which merchants to do business with and every business has competitors.)

Anybody that plans on being in business has built their revenue model on the Lifetime Value of a Customer (LTV). As a rule of thumb most businesses will earn 10X the amount of the first sale over the lifetime a customer does business with you. Shouldn't you be compensated for that? After all, the new customers you brought in has cost the merchant nothing to acquire except a commission AFTER the sale was made!

Let's say there is a product you really want to offer but the merchant only pays if the visitor purchases on that initial visit, what should you do? Contact the owner of the company you're an affiliate for and let them know you'll go someplace else if they won't allow you to receive commissions on return visits. Make a statement; once a few affiliates bring this problem to the attention of the merchant partner, they'll change.

So, how much will you make as an affiliate? The choices you make in choosing strategic partners to align yourself with and the compensation "package" they offer will determine how high your income goes

but you need to map this out in advance and understand the true value you bring to a merchant.

Thom Schlip, CEO <http://www.plugingo.com/>
plugging Affiliate Network
Win a Porsche! March 17 we choose!

How To Turn Your Affiliates Into Your Best Customers By Thom Schlip

Many Affiliate Program Managers view their affiliates as salespeople and that's good. But what happens when your affiliates are "parked"? Parked meaning they don't produce revenue?

The first thing you need to evaluate and accept is the fact that many affiliates expect sales to come to them. Placing a simple link is sometimes all they will do. What's the problem? The answer to this question lies in the basic assumption of affiliates, that they are salespeople who will SELL your products and services, but, guess what? Over 90% of salespeople fail in the first year. Why is that? Because people don't like to sell!! The key here is to accept the fact that people don't like to sell and then figure out what they are willing to do.

Here's the secret, People don't like to sell, they like to save!! They like to look good to their friends and family. How you integrate this into your affiliate model with under performing affiliates will determine the success of your affiliate program! First, ask yourself, who are my affiliates and why did they join my program? Usually people join the affiliate programs that match their interests, right? We already know that most affiliates are not going to do the things that they need to do to become successful, but they still apply for loans, don't they? Auto loans, Mortgages, Credit Cards so, in the offline world what would you call a person who's interested in your products that also happen to be standing at your counter? A qualified buyer, right?

Think about it, the cost of acquiring new customers can be as high as \$170 per new customer. If you have hundreds or thousands of potential qualified buyers and you're not doing anything to turn them and their friends into customers your really throwing away thousands of dollars and saying, I don't like the easy sales, I like rejection. You've got the right products (your products) in front of the right people (qualified buyers) and remember, the most difficult and expensive sale you will ever make with a customer is the first one.

Do the math; if you only turn 100 of the affiliates into buyers you've eliminated 3 problems for you and helped a consumer (affiliate) save money.

1) You've made the most difficult sale you'll ever make to a new customer and did it in a fraction of the time!

2) If the lifetime value of a customer for your business is \$1,000, you've now generated a lifetime revenue of \$100,000 from these affiliates/customers.

3) We all like referrals. How many will you get and how much is that worth over time? If a happy customer tells three of his friends, and if only 50% are happy with their experience dealing with you that is another 150 new qualified buyers! Based on the same numbers that could be another \$150,000 in lifetime revenue. Keep running the numbers!!

The significant benefit of this virtual sales force is that it's compensated when results are produced. This is the best business model available today.

Now, how do you explode this even further? First, Set up a buyer's network and give them a set percentage discount for being a member of your network. What they are really doing is becoming an affiliate and buying from themselves. Remember, people don't like to sell they like to save!

Second, develop a "Share it with your neighbor" or "Friends program" where you provide a coupon for your network (via email) that they can use or that they can pass onto some of their friends. This is the crucial part especially when you realize that women use email 7X more than they use the web. People like to feel good about helping others, make this easy for them with online coupons that their friends can redeem and take advantage of the savings. Let your affiliates/customers know that they can pass this coupon along to anyone they know for use before the coupon expires. Do this a few times and your sales will skyrocket!

Why? The new affiliate/customers feel good about letting their friends in on a good deal and their friends are

thankful and appreciate someone looking out for them. What they've just done is sold for you without having to sell.

Affiliate programs are so much more than a system to leverage people to sell your products. Properly positioned and with the acceptance that people don't like to sell, they like to save, can transform your business into a massive order taking machine, instantly!

Remember, It's easier to pick the cherries that have fallen to the ground than climb the tree to pick the ones on top.

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Using Affiliate Programs to Test Your Advertising Strategy by Thom Schlip

Advertising is an investment in your company. Why do companies advertise? To improve their image, to increase their customer base and to make sales. Why do most companies "really" advertise? To increase sales!

Think of how much money your company spends on advertising in a year. A three-month contract in the local newspaper can cost about \$2000 for an 1/8-page ad. A campaign on your favorite radio station can run up to \$3000, an ad in your state magazine can run up to \$7200 and cable TV advertising can cost even more.

Let's take a look at the world of online advertising. If you are advertising on a major portal, the minimum amount you would invest is about \$2000. Advertising on smaller targeted oriented sites can still cost you anywhere from \$60-\$500 per month, depending on the site's traffic.

Whether online or off, unless you have an effective ad campaign in place, your advertising dollars are going to waste. Your ads have to be in the right place, at the right time, with the right sales message.

The Internet provides you with so many effective measuring tools that can't be found in the offline advertising world. You can actually tell how many people have viewed your ad, clicked on it and if they purchased something from you, and you can track it all in real time! You can test! And you don't need an ad agency or a web "techie" to do it!

Another way to advertise online is through Performance Based Marketing, also known as an affiliate program. Performance based marketing is taking the industry by storm!. You can actually advertise your products and services across thousands of web sites while only paying for results! You can test which ads increase traffic, which ads sell and which ads are a total flop!

Investing in an affiliate program can drive traffic to your site, increase your audience reach and increase your online revenue, but probably the most overlooked factor of an affiliate program is that it allows you to test your ad campaigns effectively, saving you time and money.

Affiliate programs provide you with the vehicle and a captive audience to do just that. Investing in an affiliate program, even if you don't make one sale can be the most important investment your company will make in it's online advertising strategy!

Why? Because affiliate programs allow you to test what works and what doesn't!

The key to any online advertising strategy is to "fail quickly", so you can then test what really works. Affiliate programs provide you with the vehicle and a captive audience to do just that, and the crime of it all is you can do it without paying any up front advertising fees. You only pay for ads that perform well enough to give you a qualified lead or generate a sale.

If you could do this in the offline world, I know a lot of newspapers and magazines that would be out of business right now! Chances are very good that while you are doing all that testing, you are going to make some sales as well!

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<http://www.plugingo.com/rd.cfm?pc=A9jY47&tx=283>

Why You Need An Affiliate Program, Even If It Never Generates a Sale!

Thom Schlip, CEO of PlugInGo.com - 30-Dec-99

Sound Crazy? Then pay attention because you are looking at affiliate programs in the wrong light. Affiliate Marketing is the ULTIMATE business “tool!!” To appreciate fully the benefits of affiliate programs its crucial to understand business processes. If the only thing that mattered was getting the sale, you would go broke trying. Online Customer acquisition costs are astronomical, at up to \$170 per new customer. Unless you're financed like the big boys you'll be out of business before you really get into it.

So, how can affiliate programs help your business even if you never make a sale?

Think about how business is done in the offline world: Lets say you sell gift baskets and you want to run an after Thanksgiving special on the latest gift baskets for the holiday season. You would like to see which ad copy pulls in the best results, how do you proceed?

Lets assume you want to send out your offer to 15,000 people from a mailing list. In the offline world you write your first ad copy, contact a graphic designer, and have them put your ad copy to paper. This takes about one week and costs (based on past personal experience) \$2,000. Plus you've already lost one week of selling opportunity.

Say you have three headlines to test and you'd like to see which one pulls best. You can't send them all out at the same time, because you'll never be able to track which ad is

bringing in the best results. So, you have to send one out one week, give it another week to see the results (although, you can never be sure which buyers purchased because of the ad and which ones didn't). Two weeks later you send out the second headline and two weeks after that the third. So, instead of sending out 15,000 all at once you've wasted 6 weeks of time!

On top of that, each direct mail piece you sent out cost at least 20 cents to as much as 33 cents to mail. That's an additional \$3,000 - \$4,950 in postage costs. Is this problem starting to make sense?

Summarized, here is your non affiliate program marketing campaign for the holiday season:
\$5,000- \$6,950 in actual costs
6 weeks to test the program
No way to measure results

What are your associated costs when using an affiliate program to test your ad copy?

Say you have 600 affiliates. You contact them via email (no cost) break them up into three groups, using different ad copy for each. Have them put it on their sites, in their newsletters, etc. Within 3-7 days you know the results. You know exactly what worked, who purchased, from where, at what time and from which ad! Even if nobody purchased, you now know these ads won't work and it cost you nothing, except a few days. Moreover you reached at least a hundred times more potential customers. Affiliates who sell your products have sites that are related to your own products and services, offering a greater opportunity to reach your prospective customers. On the Net, you have both the burden and the blessing of knowing how poor advertising really is. You also have the power to test headlines, test product development and ad copy at no cost to you, and in a timely manner.

Think of it this way; If you only used your affiliate program to test what you are doing in the real world, you would save thousands of dollars each time you offered a new promotion. You would also know conclusively within a few days if the promotion is working.

What do you really get with an affiliate program? The most cost effective solution for rolling out your advertising campaign, even if you never make a sale!

Thom Schlip, CEO
<http://www.plugingo.com/>
PlugInGo Affiliate Network
Win a Porsche! March 17 we choose!
<http://www.plugingo.com/rd.cfm?pc=A9jY47&tx=283>

How To Create Powerful Email Sales Letters by Chuck Crawley

The written word is the most powerful source of influence in the universe. Just think about how the daily newspaper forces the opinions of the people who live in your hometown.

The written word is awesome!

So, how are you using it to *influence* your web site visitor or target audience in your email marketing campaign? Of course, only send email sales letters to legitimate opt-in email lists. A couple of places where you can find opt-in email lists to mail to are PostMasterDirect.com and YesMail.com.

You CAN write Dynamic, opinion-changing ads, web page content and Sales Letters if you just follow a few simple techniques.

Learn how to breakdown your ideas into simple steps and you can create marketing materials that force people to obey your commands and put your online marketing efforts in *over-drive*.

A Simple Sales Letter Template:

To create a great sales letter for your website or autoresponder, just follow these 4 easy steps.

STEP 1:

Take your best shot right up-front.

Your sales letter must grab attention starting with the first line of text. Blow it here and you're Doomed. If you've done your homework, then you know what the Most Appealing Benefits of your product or services are. Use them at the very beginning of your letter. A bulleted list of STRONG benefits will keep them reading.

How has your Bowling game been lately?

The TURBO THUNDER ball can:

- * Increase your scoring by over 25 pins.
- * Decrease the effort that you have to make to Explode the pins.
- * Make you the envy of your bowling team.

Notice how I only mention the emotional benefits (What's in this for me?) that a bowler is looking for. No technical stuff here. We'll get to that later. The longer the list the more you'll get the reader involved with your proposal.

STEP 2:

Throw in a few technical goodies.

Tell them why this product is better than the rest. Do it quickly. You don't want to bore your audience.

The TURBO THUNDER is made of pure titanium stock with a revolutionary weight block that was designed by scientist at the NASA space center.

You can choose from eight (8) custom colors and five (5) different surface stocks.

The technical stuff is necessary, but your primary goal here is to *make sales*. Sales are made by sparking the emotions. So, move past this part quickly.

STEP 3:

Convince them WHY they should BUY!

Use your best stuff here. Give them a powerful reason to buy your product or service.

1. Use testimonials.

"First time on the lanes with the TURBO THUNDER, I shot my first 300 game."
Chuck Crawley, Newport News, Va.

2. Tell them why they should only buy from you.

We have made a special arrangement with the TURBO THUNDER manufacturing facility to get the first 1000 balls hot off the assembly line. Because of this Special deal with the manufacturer we can offer this product to you at an unbelievable price.

3. Offer a Guarantee that's Irresistible.

If your scoring with the TURBO THUNDER ball does not increase by more than 10 pins after the first 60 days, then you can return the ball to us and get your full purchase price refunded. No questions asked!

4. State your very best offer.

The TURBO THUNDER will hit the streets with a retail price of \$250.00. Purchase the TURBO THUNDER from us within the next 15 days and you can own this revolutionary product at 50% off. Yes, that's right. Get the TURBO THUNDER within the next 15 days for an amazing price of \$125.00.

Follow these steps in this part of your letter and you will have them reaching for their credit cards.

Step 4:

Create a SENSE of URGENCY to Buy NOW.

Don't *drop the ball* here. You must create a sense of urgency.
Then tell them EXACTLY how to order and how easy it is to do so.

The TURBO THUNDER ball is only available at this special discount price for the next 15 days. So, you must order today. This offer will NOT be available again after the expiration date.

To order today just follow these easy steps.

Click on the order link below.

Fill out the order form on the secure order page.

Or

Pickup your telephone and dial 1-800-999-9999. A friendly operator will help you to complete your order.

The Awesome POWER of the written word can work for you. Just use these easy steps to create your next sales letter or web page content.

Chuck Crawley has been a home-based business owner for the last 12 years. Get his Free Report on how to: "Unleash the Most Powerful product that you NOW Possess." You'll learn How to possess it INSTANTLY. <mailto:intprom-info4@online-venture.com?subject=WWord>